The Official Magazine of ValuJet Airlines
July/August 1994

Good Times!

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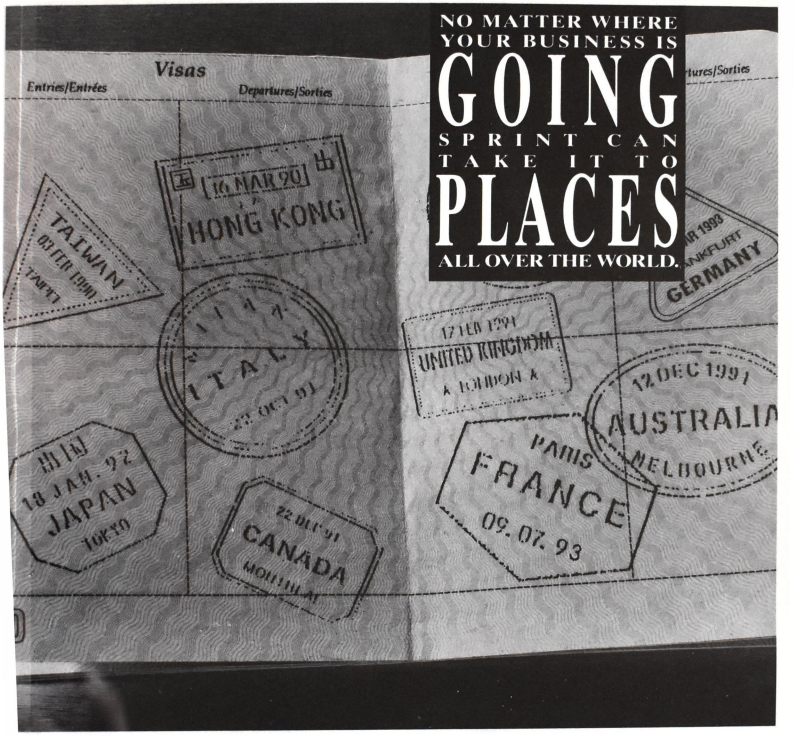

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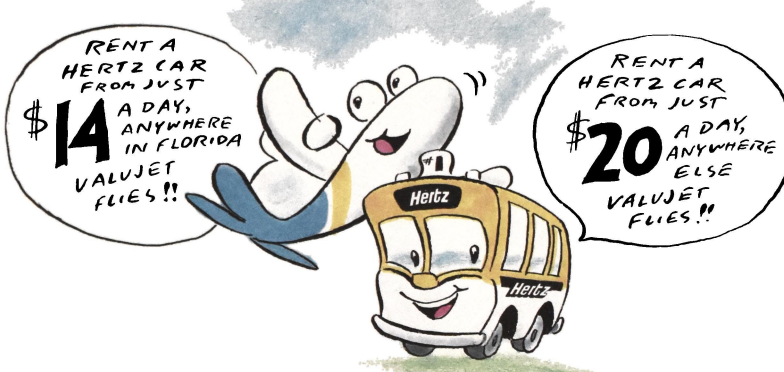
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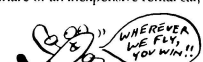

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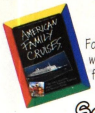

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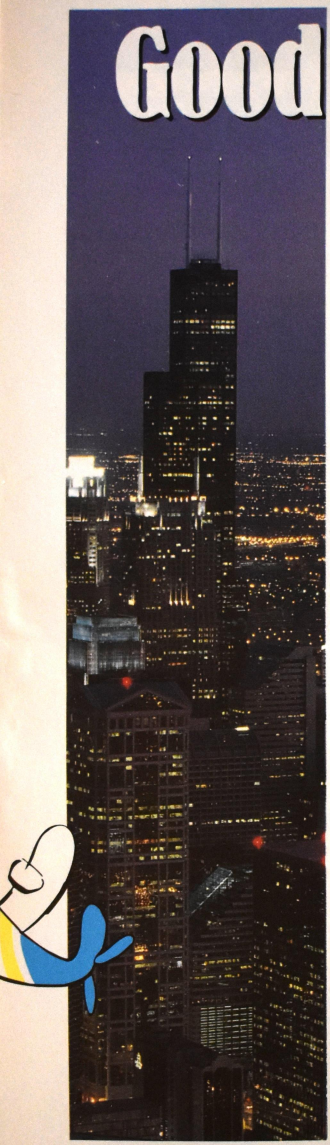
Good Times!

Volume 1 No. 1
July/August 1994



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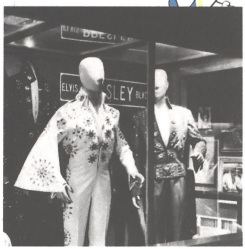

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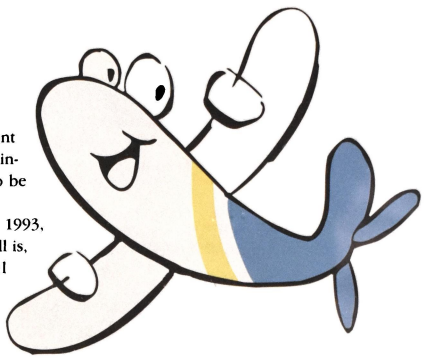
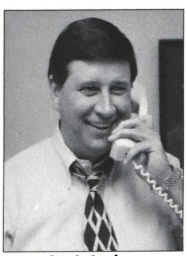
GOOD TIMES, GREAT FARES!



Dear ValuJet Customer:

Welcome aboard! We are pleased to present the first issue of *Good Times!*, our new in-flight magazine, and hope you find it to be both enjoyable and informative.

When ValuJet first took flight on October 26, 1993, our goal was, as it still is, to make air travel affordable for more people by offering everyday low fares for basic jet transportation. Our staff of experienced professionals is committed to providing a safe, reliable, fun and hassle-free travel experience for our customers.



Lewis Jordan
President and Chief Operating Officer

I want to thank you for choosing ValuJet. Your support of our fun and friendly approach to air travel has been tremendous. We have responded by adding more of your favorite destinations to our route system, which now includes service to 15 major cities within 750 miles of Atlanta, our home base.

As we grow, we will not lose sight of our founding ideals. We will continue to be the everyday low-fare leader and provide a simple, basic and inexpensive service which avoids unnecessary costs, is easy for you to use and guarantees service with a smile. We truly are committed to "Good Times, Great Fares!" as our motto proclaims.

Once again, on behalf of all ValuJet people, I want to thank you personally for flying ValuJet. I hope we have the opportunity to serve you on many, many flights to come. And remember, wherever we fly, you win!

Sincerely,

Lewis Jordan
President and Chief Operating Officer

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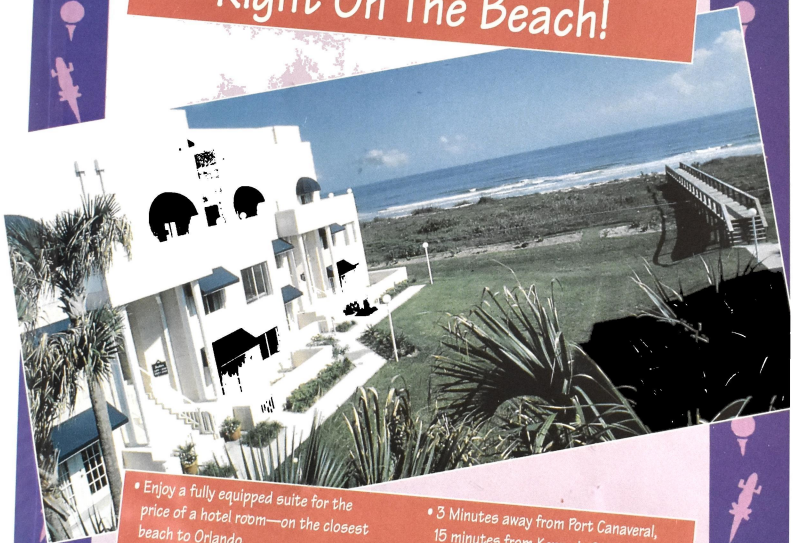

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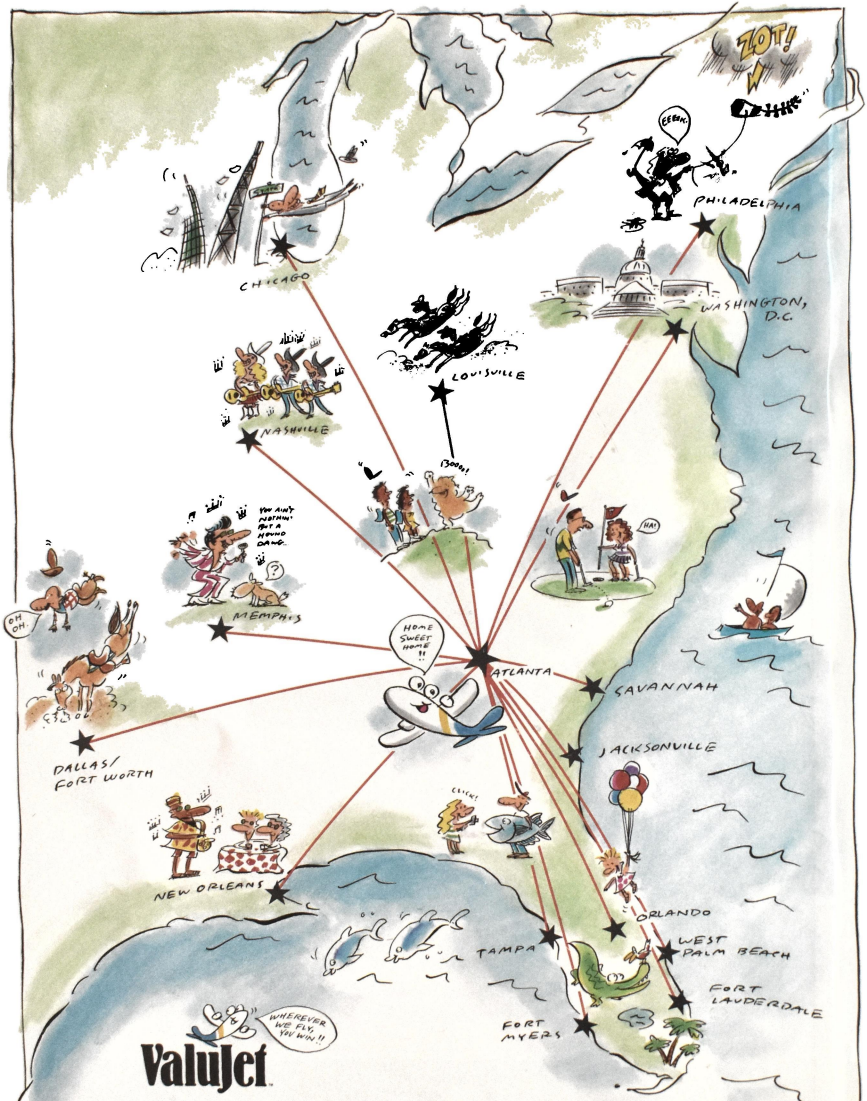

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Experience, Determination, Vision and Capital

Robert Priddy, Lewis Jordan, Maurice "Maury" Gallagher and Tim Flynn, four veteran airline industry entrepreneurs, combined their experience, determination, vision and capital to create ValuJet—the airline that provides you "Good Times, Great Fares!"

"At ValuJet we've assembled what is, by far, the best, most experienced team ever to manage a start-up airline," said Robert Priddy, chairman and chief executive officer of the new carrier. "All of our partners have been presidents of different airlines during their careers," he continued. "And after eight months of doing a marketing analysis of the East Coast, we all agreed Atlanta and the Southeast had the greatest need for ValuJet's simple and affordable approach to air travel."

STAFF PHOTO BY ATLANTA JOURNAL-CONSTITUTION

Bringing you "Good Times and Great Fares" are three of ValuJet's four founders. (From right to left) Robert Priddy, Maury Gallagher, and Lewis Jordan. Not pictured is Tim Flynn.

ROBERT PRIDDY

Priddy, 47, is a former scheduling and market analysis executive with Southern Airways, and a founder of Atlantic Southeast Airlines (ASA). He sold his interest in ASA in 1987 and briefly retired to Florida, but soon returned to the industry as president of Air Midwest in Wichita, Kansas. Mesa Airlines bought Air Midwest in 1991, and a year later Priddy founded another start-up carrier called Florida Gulf Airlines in Jacksonville, Florida. With another successful start-up under his belt, Priddy was ready for a new challenge and the idea for ValuJet was born.

LEWIS JORDAN

ValuJet's president and chief operating officer is Lewis Jordan, 49, a native of Griffin, Georgia, and a graduate of the Georgia Institute of Technology. He met Priddy early in his career while he was with Southern Airways. He held various positions at Southern, the last being assistant vice president in charge of technical operation. Highlights of his career include serving as president and chief operating officer for Flying Tigers, an air cargo carrier, as well as president and chief operating officer for Continental Airlines.

"ValuJet is more than just low fares, as the company's motto 'Good Times, Great Fares' proclaims," said Jordan. "ValuJet is a unique airline. We are simple and dependable. We provide a casual setting and offer a fun, hassle-free experience."

> **"VALUJET IS A UNIQUE AIRLINE. WE ARE SIMPLE AND DEPENDABLE. WE PROVIDE A CASUAL SETTING AND OFFER A FUN, HASSLE-FREE EXPERIENCE."**

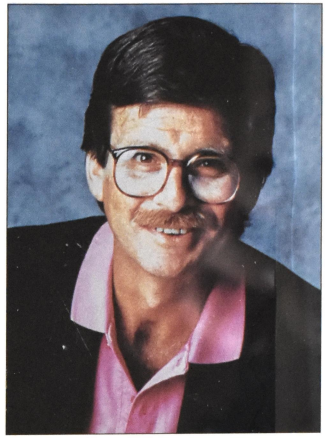
MAURY GALLAGHER AND TIM FLYNN

Maury Gallagher, 45, and Tim Flynn, 43, have been successful in the industry as well. They founded a small California commuter carrier called WestAir in 1979, and built it into the largest regional airline in the country. After WestAir was acquired by Mesa Airline in 1992, Gallagher and Flynn served as directors for Mesa where they met Priddy. Gallagher is vice chairman for ValuJet and Flynn serves as a director.

"We think we're saying a lot when we can provide you with a fun, dependable flight on ValuJet for less money than it would cost to drive or about the same as it would cost to ride the bus," Jordan said. "And with the money you save, you can invest in a good time when you get to your destination, or come fly with us again!"

COUNTRY MUDHOLE

by Lewis Grizzard



Lewis Grizzard

***Editor's note:** As a tribute to the late Lewis Grizzard—the Goodwill Ambassador for the South—Valujet is pleased to feature one of his columns in this and every issue of* Good Times! *Known well as a humorist, during his lifetime, Grizzard wrote 20 books, 12 of which were on the* New York Times *bestseller list, and more than 8,000 columns which were syndicated in more than 450 newspapers nationwide. He was a good ol' boy from Coweta County, Georgia, whose hilarious columns about his beloved Georgia Bulldogs, Jimmy Carter, Southern womanhood, butter beans, white bread, Willie Nelson and everything Southern won him millions of loyal fans all over the country including Valujet's President and Chief Operating Officer Lewis Jordan. We hope you enjoy his stories.*

Journalism students sometimes ask me, "Where do you get your ideas for columns?" They wouldn't believe me if I told them. Inspiration may be found in the strangest of places, even in muddy parking lots.

What I happened to be doing in Statesboro, Georgia has nothing to do with what is to follow. Let's just say Statesboro is one of my favorite stops in the hinterlands, and I have a buddy there who tells good stories and enjoys staying up late telling them.

What this is really all about is mudholes. My buddy and I were going to this place in Statesboro for lunch, and we pulled into a dirt parking lot, and in the middle of the parking lot was a good country mudhole, the likes of which I hadn't seen in years.

We don't have mudholes in the city. We have potholes. There is a difference. Potholes are synthetic. They are caused by cars and trucks driving over cheap asphalt and concrete, and they are a sorry thing that causes much cursing and even damage to the cars and trucks that drive into them.

Mudholes are real. I don't know what really causes mudholes but my guess is they are caused by God's rain hitting God's good earth, and I like that.

Mudholes, like potholes, can be ornery, too. Drive into one with a new wash job on your car, and so much for your new wash job. But anybody stupid enough to drive a just washed car into a dirt road where there are likely to be mudholes deserves what he gets.

But mudholes also offer good times and much recreation. There was a big mudhole in the schoolyard of my youth. When it rained, it was days before the mudhole dried up.

During recess, it was great fun to entice a girl to stand near the mudhole and then throw a large rock into same, thus splashing mud and water all over

Mudholes offer good ***times*** *and* ***great recreation.***

her dress and shoes and face and hair.

This usually caused the girl to cry, except in the case of Cordie Mae Poovy, the meanest girl in school. Once, in a moment of insanity, I threw a rock into the mudhole and splashed Cordie Mae.

I spotted my dog, Butch, wallowing in the mudhole in my front yard. I jumped in with Butch, clothes and all. My mother beat me for the remainder of the afternoon and through the early portion of the evening.

She ran me down on the ballfield and hit me in the mouth and then dragged me back to the mudhole and washed away my sins and the blood that covered my mouth.

Another time, I spotted my dog, Butch, wallowing in the mudhole in my front yard. I jumped in with Butch, clothes and all. My mother beat me for the remainder of the afternoon and through the early portion of the evening.

Butch, the scoundrel who instigated the entire affair, shook himself off and then curled up under my grandfather's truck and went to sleep.

There is one thing you can't do in a mudhole, however, and that is fish. People who fish in mudholes are a little fuzzy, which brings up the name of the legendary "Gums" Garfield, who hadn't had teeth since Roosevelt's second term.

Gums was more than a little fuzzy, and my boyhood friend and idol, Weyman Gumaker, Jr., a great American, enjoyed playing tricks on him.

One day Weyman said to Gums, "Hey, Gums, you like to fish?"

"I love to fish," replied Gums.

Weyman then explained to Gums about the big mudhole over behind the Baptist church.

"I caught a seven-pound catfish there last week," Weyman said.

Gums immediately went home and got his cane pole and hurried to the big mudhole behind the Baptist church. The preacher, preparing his Sunday sermon, watched Gums for a time from his study and finally could stand it no longer.

He walked out to the mudhole and said to Gums, "Who put you up to this?"

Gums told him.

"Don't you know he was just kidding you?" said the preacher. "There aren't any fish in the mudhole."

"I know preacher," replied Gums, as he pulled a clean hook out of the water. "That's why I wasn't using any bait."

I would like to dedicate this column to Cordie Mae, Butch, Weyman, Gums, and the preacher. Also, to my buddy down in Statesboro who bet me a lunch I couldn't write an entire column based on a country mudhole.

For information regarding the books, video cassettes, comedy tapes, compact discs, and music cassettes of the late Lewis Grizzard, please contact:
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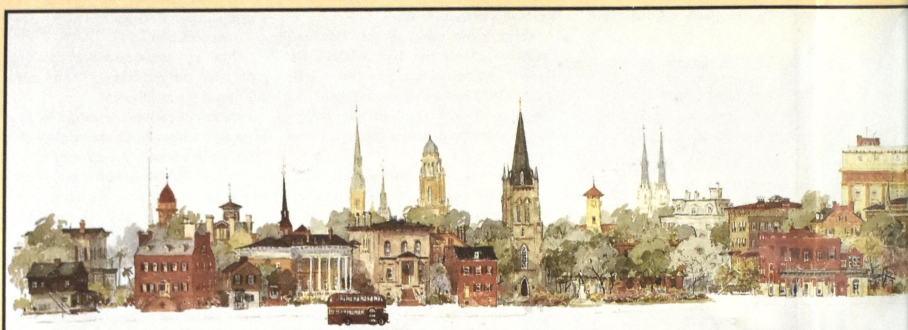

SAVANNAH

When Lewis Jordan, President and Chief Operating Officer for ValuJet Airlines, announced on December 17, 1993 that he wanted Atlanta's knowledgeable flying public to officially choose the airline's twelfth destination, things really started to get interesting. Over the next almost three weeks, until January 7, 1994, when Atlanta's choice was announced, ValuJet's Pick-A-City vote generated widespread attention to cities throughout the Southeast, and far beyond.

One key rule in the voting was that the city of choice had to be within a 400-mile radius of Atlanta. Cities like Charlotte, North Carolina; Cincinnati, Ohio; Birmingham, Alabama; Jackson, Mississippi; and Savannah, Georgia, became the natural frontrunners. However, when city preferences boil down to dollars and "sense," loyalties can be unpredictable, to say the least. ValuJet couldn't possibly have anticipated some of responses they received by the January 5th deadline.

Sure, Blairsville, Georgia, was within the 400-mile radius. The problem was that Blairsville had no commercial airport. What if Blairsville pulled off a mass write-in campaign? Not to worry, Blairsville ended up with one vote.

The day after Pick-A-City was announced, a personal letter to ValuJet pleading for an Anchorage, Alaska flight left some at ValuJet scratching their heads. But there were more anomalies—like Aruba, Bermuda, Jamaica and the Bahamas. They were not only outside the 400-mile limit, but were beyond the boundaries of the United States—tough hurdles for a domestic short-haul airline. Far-off domestic routes to San Francisco and San Diego were nominated, but way out of the playing field too. Nice tries though.

MORE THAN 8,000 VOTES

By contrast, there were some who wanted to keep the next ValuJet destination as close to home as possible—like Macon, Georgia, which is only 45 minutes away by car. And Rome, Georgia, is a little too close as well.

Of the 8,000-plus votes which arrived before the deadline, a total of 124 cities were nominated, 59 of which were outside the 400-mile radius. Self-interest

LEONARD WEINER/CHAD CHELTON

SMILES as ValuJet lands

always shapes the way people vote, and Pick-A-City was no different. Anytime there are $39 fares up for grabs, people want their preference to stand up and be counted. But there were some personal requests which tugged at the heart; like the 82-year-old widow who voted for Cincinnati because she wanted to be with her two sisters, one suffering from Alzheimer's.

In the end, Savannah won by a narrow margin over Charlotte and Cincinnati. And, it wasn't a moment too soon for the Savannah business community. In March, 1993, the Savannah Chamber of Commerce CEO Council surveyed members about the costs of airfare to Atlanta.Those who responded to the survey said they spent $216,854 on commercial air travel to Atlanta on 976 trips, and would have taken 435 more if air fare had not been so expensive. "The Chamber's CEO Council has been pushing for expanded service to and from Atlanta as a major priority the last three years," according to Council Chairman David Young.

"We're only a small airline and don't have enough planes to bring low fares to every Atlanta destination, so we decided to ask Atlanta flyers to help us in selecting the next city to receive ValuJet's 'Good Times, Great Fares' with the expectations that our fares will again be matched by the big guys."

"Generally, Savannah was very pleased with the Pick-A-City results; I even flew to Atlanta for the announcement," said Mayor Susan Weiner. "With the growth of ValuJet into other markets, such as the recently announced route between Dallas/Fort Worth and Atlanta, Savannah expects to see more business and vacation travelers from that and other markets."

In addition to beefing up the economy with more jobs and greater business opportunities, ValuJet has brought lower competitive fares to every destination they serve. Ironically, upon being invited to receive Savannah's "Key To The City," ValuJet's Lewis Jordan experienced firsthand the need for lower fares. His round trip air fare to Savannah on a competing airline was more than four times the ValuJet fare. Jordan placed ValuJet's lower fares in perspective,

The 3,500 acre, $68.5 million Savannah International Airport

"We're only a small airline and don't have enough planes to bring low fares to every Atlanta destination, so we decided to ask Atlanta flyers to help us in selecting the next city to receive ValuJet's 'Good Times, Great Fares' with the expectations that our fares will again be matched by the big guys."

GEORGIA'S THIRD LARGEST CITY

Knowledgeable world travelers who have visited Savannah know it to be brimming with Southern hospitality, charm and history. Underneath the striking beauty of Georgia's third largest city lie deep roots and proud traditions, dating back to 1733. However, the influence of 250 years of history hasn't clouded Savannah's contemporary vision.

Savannah is poised to offer a variety of opportunities for both leisure and business travelers. The brand new Savannah airport now serves over 18

Savannah International Airport

On May 4, 1994, the new terminal complex at the Savannah International Airport opened to the public. The terminal provides innovative, passenger-friendly facilities serving the greater Savannah region of the colonial coast of Georgia and the low country of South Carolina, with full service amenities designed around a unique "Savannah Square" theme. Passengers enjoy easy access from Interstate 95 and highways 21 and 307.

As operator of Foreign Trade Zone 104, the Savannah International Airport allows businesses unique benefits, such as reduced and/or deferred customs duty, taxes and insurance costs.

FEATURES OF THE TERMINAL

- 275,000 square feet
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Savannah's Grand Hotel
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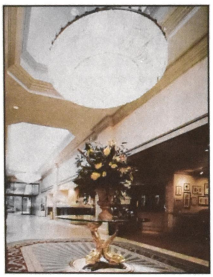

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HILTON. SO NICE TO COME HOME TO.

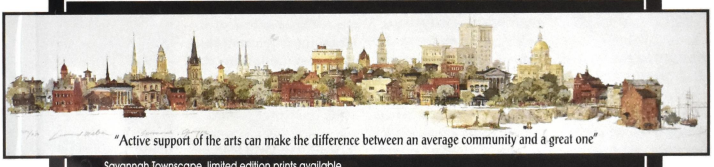
The Forsythe Fountain and the beautiful surrounding flowers are a natural stop for visitors and local residents alike.

counties in Georgia and three counties in South Carolina. Savannah is just a short hop away from such exquisite resorts as Hilton Head Island and the Brunswick Golden Isles. But why would anyone leave Savannah before they got a full dose of her original character, the river front, restaurants, taverns, and maritime shops? The Savannah feeling comes naturally by strolling through her many squares, crowned by beautiful fountains and grand monuments.

Savannah is the site for the 1996 Summer Olympic Yachting and Beach Volleyball events. There is much to see and enjoy as Savannah prepares for the Olympic venues. The economic benefits to Savannah as a result of Olympic exposure are beginning to surface.

But, with all these positive attributes, Savannah isn't getting smug, and judging by the comments of State Representative, Tom Bordeaux, they don't take themselves too seriously either: "Savannah's a great town! We give special consideration to newcomers, there's free coffee at the airport, and on layovers, and the pilots and flight attendants can go to the beach. This letter is just to let you know that if you make Savannah your new destination, we will check the air in the tires and clean the windshields for free." Talk about Southern hospitality—is it any wonder Savannah won?

Savannah being chosen as ValuJet's twelfth destination was a kind of democratic process at work inside what is sometimes perceived as an inaccessible airline industry. Whether some corporate airline moguls use a destination dart board to plan expansion is a matter of speculation, but Pick-A-City removed all the guesswork about Savannah being the choice of Atlantans. Travel to Savannah soon and you'll find out what all the fuss was about.



Savannah Townscape, limited edition prints available

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International Oasis Gallery
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(912) 236-4736

Oasis Framing
230 Bull Street
Savannah, Georgia 31401

GREAT AMERICAN 4TH OF JULY—Savannah, GA. July 2-4. Riverfront Plaza comes alive as 150,000 surge onto River Street to celebrate the nation's birthday. It will be live on prime-time NBC television and includes a tugboat exhibition, watermelon eating and seed-spitting contest, continuous music plus all the great food and drink on River Street and Savannah. 912-234-0295.

JULY 1994

SMITHVILLE FIDDLERS JAMBOREE & CRAFTS FESTIVAL—Smithville, TN. July 1-2.

The best of authentic Appalachian bluegrass fiddling, picking, singing, dancing and handmade crafts in more than 250 booths. Admission is free for the expected crowd of 75,000. 615-597-4163.

46th ANNUAL MISSISSIPPI DEEP SEA FISHING RODEO—Gulfport, MS. July 1-4.

What an excuse to visit one of the South's best-kept secrets! Not only is there a fishing rodeo, but also a carnival, midway and arts and crafts exhibits, live entertainment and beauty pageant. Special event is the sky diving exhibit. 601-863-2713/388-2271.

JAZZ MATAZZ 1994—Ormond Beach, FL. July 2-4.

Two American originals, Jazz and the Fourth of July come together on the beautiful Halifax River. Internationally known jazz performers, games, arts and crafts, international cuisine and fireworks are expected to draw 40,000. 904-677-3454/677-6362.

CITY OF KISSIMMEE JULY FOURTH CELEBRATION—Kissimmee, FL. July 4.

The largest July Fourth event in Osceola County has a water ski show, food festival, strolling street performers, amusement rides, crazy contests, old fashioned kids' games, arts and crafts fair and fireworks. 407-932-4050.

DAHLONEGA'S 19TH ANNUAL FAMILY DAY/JULY 4 CELEBRATION—Dahlonega, GA. July 4.

The biggest and most popular July 4 extravaganza in northeast Georgia brings crowds to the mountains for an array of fun-filled celebrations including barbecue, free watermelon, crafts fair, great food, arts, music, fireworks and more. 706-864-3711.

ST. PATRICK'S IRISH PICNIC AND HOMECOMING—McEwen, TN. July 29-30.

Frank Walsh returns to the local bank vault and withdraws the secret recipe for the famous barbecue sauce and the party begins. Barbecue plates and sandwiches, live music and square dancing, flea market, games and reuniting make this a festival everyone can enjoy. 615-582-3986/582-6062.

DEKALB INTERNATIONAL CHORAL FESTIVAL—Atlanta, GA. July 14-17.

From Canada to Colorado and Taiwan to South Africa, more than 900 of the world's finest singers gather in Atlanta's DeKalb County to promote global harmony through the universal language—music. Every continent but Antarctica is involved. 404-378-2525.

MAIN STREET SALUTES THE BLUES—Meridian, MS. July 15.

A salute to the rhythm and blues in downtown Meridian along with open house at downtown businesses. The first place winner will be invited to perform at the Chunky Rhythm and Blues Festival the following day. Good food, fun, prizes and entertainment. 601-485-1996.

NATCHITOCHES/NSU FOLK FESTIVAL—Natchitoches, LA. July 15-17.

This festival focuses on traditional folk arts of Louisiana—music, crafts, foods and storytelling. There will be toys, games and sports; music includes Cajun, Zydeco, blues, gospel, bluegrass and traditional country. Food booths provide Cajun, soul and other ethnic foods. 318-357-4332.

AUGUST 1994

BOCA FESTIVAL DAYS—Boca Raton, FL. August 1-31.

There's a lot of everything in this sizzling celebration. Events are varied—photography contests, art exhibitions, art shows, a treasure hunt, music, wine-tasting party, film festival, polo match, fishing tournament, kite-flying contest, food, gymnastics, running and even a psychic fair. 407-395-4433.

GEORGIA MOUNTAIN FAIR—Hiawassee, GA. August 3-14.

Twelve days of jam-packed, non-stop events, acts, exhibits and fun for the entire family on the picturesque shores of beautiful Lake Catuge. Enjoy clogging, arts and crafts, pioneer village, midway, Nashville talent including Janice Fricassee and Jerry Clown; gospel singing with groups such as Singing Americans, The Nelons, etc.

SUNFLOWER RIVER BLUES FESTIVAL—Clarksdale, MS. August 5-6.

The Purest Blues Festival in North America hosts blues scholars, musicians and folklorists and an audience of more than 5,000. Blues at its best. 601-627-2209.

CFMA CAJUN FOOD AND MUSIC FESTIVAL—Lake Charles, LA. July 16-17.

The Cajun French Music Association will bring 60,000 to W.T. Burton Coliseum at McNeese State University for authentic Cajun music, food and dancing. The food includes chicken gumbo and rice jambalaya, crawfish etoufee, boudin and boudin balls, cracklin's and more. There is a special French Mass on Sunday. 318-436-4777.

RED RIVER RALLY/A HOT AIR BALLOON UPRISING—Shreveport, LA. July 22-24.

Nearly 100,000 festival "balloonatics" watch 60 sport and corporate balloonists from across America fly for fun and competition. There are also tethered balloon rides, arts and crafts, regional food delights, and live music concerts. 318-797-5279.

DAVID CROCKETT DAYS—Lawrenceburg, TN. August 12-14.

The Davy Crockett Longhunters and David Crockett State Park join together to celebrate the American legend's birthday with a frontier longhunter rendezvous. Trading posts, tomahawk and knife throwing competitions, black powder shooting contest, Davy Crockett film festival, hayrides, square dancing, country and bluegrass music. 615-762-9408.

11TH ANNUAL BEACH MUSIC FESTIVAL—Jekyll Island, GA. August 20.

The South's biggest beach party on one of the South's prettiest beaches with popular beach music from top name performers is expected to attract 20,000 this year. 800-841-6586/912-635-3636.

APPALACHIAN FAIR—Gray, TN. August 22-27.

This huge family-oriented event will draw crowds to see home shows, horse shows, dog shows, food shows, company workshops, picnics, gospel and bluegrass concerts. Also ATV racing, demo derby, youth talent contest, competitive agricultural events and more. 615-477-3211.

WING FLING—Stone Mountain, GA. August 6.

How do buffaloes grow such small wings? Find the answer at Stone Mountain Park. Buffalo wing chefs don aprons and hats to compete in hot wing, not-so-hot wing and zany showmanship categories in this culinary competition. Live music and Karaoke. 404-498-5637.

HARVEST CELEBRATION—Braselton, GA. August 13-14.

This event celebrates the close of Harvest Season with grape-stomping events, art exhibit, entertainment and foods of a Southern tradition. There are complimentary winery tours and tastings, sack races, watermelon eating contests and a children's corner. 404-932-0900.

If you would like your event listed free of charge, mail your information and a photo to Calendar Editor, Good Times! 1061 East 2100 South, Salt Lake City, Utah 84106—or FAX to (801) 487-8926. Information should be received 90 days prior to the date of the event.

ELVIS WEEK—
Memphis, TN. August 8-16.

Fans of the King flock to his hometown for concerts, dances and special events celebrating the life and career of the great Elvis Presley. Three dozen events over a nine day period. Special highlight is a concert reuniting musicians who worked with Elvis over the years and the all-night vigil at Graceland. 901-332-3322/800-238-2000.

SEPTEMBER 1994

56TH ANNUAL
TENNESSEE WALKING HORSE CELEBRATION.

Shelbyville, TN. August 25-September 3. The world grand championships for the wonderful high-stepping Tennessee Walking Horse will bring a throng of 250,000 to witness "The World's Greatest Horse Show," trade fairs, dog shows, etc. 615-684-5915

31ST ANNUAL
EAST COAST SURFING CHAMPIONSHIPS—
Virginia Beach, VA.
August 26-29.

Surfers from across the East Coast compete for the largest cash prize east of the Mississippi, but that's not all. This regional festival has a 5K race, skimboarding, windsurfing, Pro/Am volleyball and cycling, plus music. 800-861-7873.

SKY PARADE—Jackson, MS.
September 2-5.

Some 400,000 watch 200 hot air balloons compete for a purse of $102,000, the largest in ballooning. Complementing the daily air show are musical entertainment, amusement rides, fireworks, food and a mass jump by the Army National Guard. 601-982-8088.

LABOR DAY CATFISH FESTIVAL— Kingsland, GA.
September 3-5.

Southern fried and spicy Cajun catfish highlight two days of live musical entertainment with the Gibson Miller Band, Maurice Williams and the Zodiacs and the O'Kaysions. Other events include 5K run, 30K bike race, golf and fishing tournaments, parade, pageant, arts and crafts, antiques and collectibles, children's games and carnival rides. 912-729-4382/800-433-0225.

ITALIAN STREET FAIR—
Nashville, TN. September 2-5.

Whether it's sausage or carnival rides, fettucini or the marketplace, Nashville is the place to be when it turns Italian. Throngs of 100,000 plus enjoy food, music, arts and crafts, games and a great party atmosphere. 615-329-3033.

YELLOW DAISY FESTIVAL—
Stone Mountain, GA.
September 9-11.

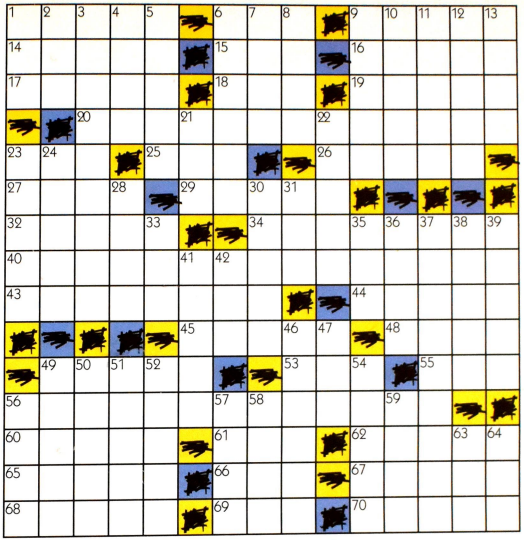
This is a great time to come to see the rare Confederate daisy in bloom and also to spend the weekend visiting 400 fine artists and crafters displaying oil paintings, watercolors, fine sculptures and other arts and crafts exhibits. 404-498-5637.

OSCEOLA ART FESTIVAL—
Kissimmee, FL.
September 17-18.

Artists and visitors from throughout the United States flock to Kissimmee for a weekend of art and celebration and to enjoy the city's beautiful lakefront area. 407-931-1646.

Clue

ANIMAL COMMERCE



Across

1 The Venice of Japan
6 Ref's kin
9 Poplar
14 Track star Johnson
15 Aussie critter
16 Oar support
17 Office runner
18 Zoo attraction
19 Ointments
20 Where some sellers profit
23 Dance in, Dijon
25 Edsel, to Henry
26 Shed___: cry
27 Irish Rose lover
29 Security status
32 Prepare coffee beans
34 World
40 Puts and Calls options combo
43 Some clams
44 Teen talk
45 Carols
48 General Robert
49 Gounod opera
53 Marker
55 U.S. agcy.
56 Certain commodity exchanges
60 Colorful marble
61 In the manner of
62 Nibbles
65 Mad as hops
66 Country stopover
67 Sign of the zodiac
68 Unique things
69 Ballad
70 Head holders

Down

1 Assn.
2 _____Paulo, Brazil
3 Branch
4 Eager
5 Wall tapestry
6 Word on an envelope
7 U.S. poet laureate Van Duyn
8 Serve tea
9 Waiting for the pitch
10 Word with holder or cropper
11 Lively dance
12 Lewis's Gantry
13 Nide
21 Fur scarf
22 He broke Ruth's record
23 Cutting remarks
24 "Much Ado ____ Nothing"
28 This, to Pedro
30 Heartbeat
31 "...have you ___ wool?"
33 Pro_____
35 Some execs
36 He created Perry and Della
37 Lifelike
38 More sound
39 Squeaks by
41 Annual income: Fr.
42 To's partner
46 Unexciting recital
47 Franc's predecessor
49 Dickens scoundrel
50 "____ of Two Cities"
51 Sheer
52 Winter transports
54 Kind of sprawl
56 Robert Moses biographer
57 _____-safe
58 Arm bone
59 The Emerald Isle
63 Mouse sighter's word
64 Draft inits.

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Answers on page 23

GETTING JUICED

by Mary Roach

Last Saturday afternoon, I found myself watching one of the local double-digit channels. This particular station operates on the grab-bag theory of television programming. They pretend that they haven't already decided to broadcast highlights of the Midwestern Regional Lawn Bowling Tournament, and they list "To Be Announced" in the *TV Guide*. All across the city, suckers like me tune in, on the off chance that this time it's going to be something really great.

Last Saturday afternoon, it was a talk show called "The Joy of Juicing." You can imagine my dismay. I once received a Harriet Carter grab bag consisting of a set of six hobby tweezers and a quilted coupon organizer monogrammed with someone else's initials. It was that kind of dismay.

The host was introducing her first guest, a champion racewalker named Joan. "Joan started juicing at age sixty," she announced to the audience, as though Joan couldn't hear. Joan picked up a plate of sliced cucumber. Joan juiced the cucumber. Then Joan drank the cucumber juice and began racewalking around the stage. "She is energized!" exclaimed our host, bouncing up and down and clapping her hands as though she too had just consumed living enzymes from raw fresh vegetables.

Secretly, I was jealous. It's been a long time since I felt energized, perhaps as long ago as last winter, when I used the hobby tweezers to extract a piece of Pop Tart without first unplugging the toaster.

By astonishing coincidence, the next commercial break featured an ad for the very same juice machine that had energized Joan. Unable to wait six to eight weeks for delivery, I went downtown to a department store. They didn't have Joan's juicer but they had lots of others. Most seemed to come with their own video, recipe book, and tanned septuagenarian huckster. The Juice Tiger was backed by Jack LaLanne. The Juiceman II bore the endorsement of Jay "Juiceman" Kordich, who appears to channel most of his energy into his eyebrows. In the end, I went with a Krups.

Alongside the juicers was a table of juicing books. Many contained a handy compendium of bodily ills and the juices you could use to make them go away. According to tanned septuagenarian author Norman Walker, for example, a concoction of carrot, beet, and cucumber is extremely useful for treating Carbuncles, Gravel, and Itch, which are either obscure diseases or has-been folksingers. For Renal Calculus, lemon or carrots and parsley are called for, or, failing that, I suppose, a slide rule and diuretic.

Next afternoon, I unpacked my juicer. "The Joy of Juicing" was on TV again. It must be hard to find guests for small appliance-centered talk shows, because they had the exact same people on. There was Shelly, who juices for her children. Even with the sound down, you knew this because they ran a caption beneath her that said, "Juices for her children."

I set up the juicer and opened the refrigerator. On the shelf was one carrot, a very old carrot, the tribal elder. From this carrot, I extracted about enough juice to fill a shot glass. This, the book said, is typical. To fill a 12-ounce glass takes approximately a pound of vegetables.

I held my breath and opened the crisper. There was nothing to which the adjective crisper could be accurately applied. Yams from November. Cabbage from a previous lifetime. At the very bottom was a two-pound bag of Roma tomatoes, which had begun juicing themselves.

By the time I'd cleaned out the draw-

CHRIS CHECKETTS

er and filled the pitcher, I'd used eight different vegetables. I had concocted my very own personal V-8. I removed the pitcher. It didn't look like V-8. It looked like diesel. I took a sip. The caption beneath me said, "Wishes she'd made a milkshake."

I couldn't throw it away. The tomatoes alone were worth four or five dollars. I added some salt and vodka and tabasco, and that seemed to help.

I shut my eyes and chugged the glass. A warm, tingly feeling began to spread through my body, the kind of tingling that makes you want to leap up and racewalk around the kitchen or unplug the toaster. Yes, friends, I was energized! And a good thing, too, as I'd need that youthful vitalizing energy to clean juicer parts, empty pulp receptacles, and scrub stubborn carotenoid stains off the Formica.

Later that evening, I tried my hand at fruit. To simplify things, I decided to use canned fruit cocktail. A yellow-pink fruity slush issued from the juicer spout. I tasted it. Something was missing. I reviewed my past experiences with yellow-pink fruity slush and concluded that what was missing was a small, colorful paper umbrella and some rum.

While I went looking for rum, the boyfriend commandeered the juicer. I returned to find him humming cheerfully and pushing Little Smokie breakfast links down the chute. He announced he was going to make hash from the meat slush accumulating in the pulp receptacle and save the juice for soup.

Secretly, I was jealous. It's been a long time since I felt energized, perhaps as long ago as last winter, when I used the hobby tweezers to extract a piece of Pop Tart without first unplugging the toaster.

The caption beneath him said, "Not quite all there."

"You can't juice sausages," I said. Actually, what I said was closer to "You can't josh soosages," owing to the rum and vodka coursing neck and neck with the beta-carotene and antioxidants in the bloodstream. I explained that you can only extract juice from things that have a lot of water.

"Meat contains significant quantities of water," said the boyfriend, in exactly the same tone David Janssen uses to talk about extra-strength pain relievers. "Human beings, for example, are sixty-five percent water by weight."

I found myself calculating yield. A hundred and fifty pounds, minus the bones and moccasins, would make 125 glasses of juice, enough to energize a small studio audience.

My reverie was interrupted by a loud whirring noise, followed by a gentle splat. I looked up to find the walls, ceiling, and top half of the boyfriend coated with an even, pulp-free spray of ground pork juice. He had apparently stopped to empty the pulp receptacle and failed to replace the Plexiglas lid. Revenge of the Little Smokies.

Next day, I brought the juicer back to the store. They were having a sale on espresso makers, so I exchanged it for one of those. I feel energized most every morning now, and only occasionally troubled by Carbuncles and Itch.

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BROWSING FOR BOOKS IN ATLANTA

by Mark Waldstein

About this "cheap" business. I'll admit, there are more elegant ways to put the idea. Lots of folks want to save money, especially in these tough times. When it comes to low prices, few people know as many good places as I do. But, strictly speaking, that doesn't make these stores and restaurants "cheap." Nor does it make anyone who reads this article a "cheapskate." I think thrifty would be a better word. Or perhaps frugal.

THE BOOK NOOK
3342 Clairmont Rd. N.E.,
Atlanta;
663-1328

One moment inside the Book Nook was all it took before Mr. C. was hooked. Cuteness aside, this is one of the most incredible stores any book or music lover could ever hope for. Located at the intersection of Clairmont and Buford Highway, these folks sell, buy, and trade books, magazines, comic books, books on tape, videos, records, tapes, and CDs. They've got so much of everything they had to open a second store just to hold it all. Perhaps best of all, they're open until 10:30 p.m. every day of the week—presumably because it's so hard to stop browsing and leave.

The book section, about two-thirds of the store, is a homespun warren of shelves from floor to ceiling. Rolling stools, those little round ones you see in libraries, are used more as a place to perch and read than for actually climbing. Unlike libraries, or any other bookstore for that matter, books are strewn throughout the aisles like the leavings of some voracious bookworm. Interestingly, only one aisle is kept neat as a pin: Serial Romances. Here, new and used paperbacks are arranged in catalog order, by series—Harlequin, Bantam, Silhouette, and all the rest. Amazing.

Prices run generally as follows. Used paperbacks are sold at 40% off the cover price (30% off for science fiction), with a minimum of $1.80. Used hardcovers are marked on the inside, with even greater reductions. Hardcovers are in the minority here; most are recent and in very good condition. Magazines and new books are not discounted.

So, in paperback, you may find *The James Beard Cookbook*, with nary a stain on it, reduced from $12.95 to $7.75. Or Tom Clancy's massive *The Sum of All Fears* marked down from $6.99 to $4.20.

In hardcover, John Jakes' *Heaven and Hell* was found as a new overstock, reduced from its original $12.95 to just $2.99. Same price for a like-new edition of Art Buchwald's hilarious *While Reagan Slept*. Lots of new and used children's books too, like *The Phantom Tollbooth* for $1.80. Talk about your Subtraction Stew.

Book Nook is also a haven for comic book fantasies, both for its selection of the latest releases—sorry, no discounts here—and for case upon case of older comics, all at half of the cover price, randomly mixed for maximum browsing potential. Speaking of bargain bins, don't forget the half-price book bins out front by the parking lot.

You can also sell your old books, comics, videos, and music, depending on condition and market demand; you'll be better off, though, if you choose what the store calls "universal credit"—good on anything in the store, new or used, except new magazines. Or, better still, consider swapping, which the store will do in almost any medium.

The store has been around for some twenty years; about two years ago, they opened up The Bargain Trader, at 4664 Lawrenceville Hwy. (Hwy. 29), Lilburn, telephone 564-9462; open seven days a week until 8 p.m. This store focuses primarily on the music side of things, with nearly 30,000 records, tapes, CDs, and videos.

BOOK WAREHOUSE OF GEORGIA
3097 Piedmont Rd. N.E.,
Atlanta 237-1038
5370 Highway 78, Suite 515,
Stone Mountain, 498-8077

Located not far from the Peachtree Road intersection, the Atlanta branch of this store is a biblophile's paradise, with on average a quarter of a million books in stock at any given time. It's actually a converted car dealership, which should give you an idea just how huge the place really is. The warehouse atmosphere is at least softened somewhat by classical music wafting in the background.

Both stores offer so many fantastic book bargains that you can spend hours browsing—and buying—without blowing your budget. Shop in good conscience, too, since the Book Warehouse is a non-profit organization that sends all profits to the Holland M. Ware Cancer Research Laboratories at Emory University Hospital.

All books are unused and most are in good shape; these are remainders and publishers' overstocks which have been rescued from certain death-by-shredding. The Warehouse buys in gigantic quantities (teachers and literary clubs, take note).

The store has extensive shelves of children's books, as well as cooking, business, photography, literature, women's studies, health, biographies, and more. Some recent finds include

Kitty Kelly's trashy *Nancy Reagan—The Unauthorized Biography,* reduced from a cover price of $24.95 to a super-cheap $1.99—how's that for trickle down economics? For history buffs, Hedrick Smith's *The New Russians* was reduced from $24.95 to just $5.99. Armistead Maupin's *Sure Of You* was marked down from $18.95 to $4.99.

Children's books include some of the most enduringly popular series, like the "Berenstain Bears" books *(The Messy Room, The Berenstain Bears Go To the Doctor)* at $2.99 per title; same price for Walt Disney's "Mickey Mouse" series, in hardcover. Alison Tharen's "Manners" books are also here, just $1.99 each. Robert Louis Stevenson's illustrated *A Child's Garden of Verses* was seen for $3.99. Imagine how cheaply that works out per poem! The Book Warehouse stores are open from 9 a.m. until 9 p.m., Monday through Saturday; and from noon 'til 6 p.m. on Sunday.

CHAPTER 11: THE DISCOUNT BOOKSTORE
Ansley Mall, 1544 Piedmont Ave N.E., Atlanta 872-7986
Briarcliff Village, 2100 Henderson Mill Rd. N.E., Atlanta; 414-9288
2105 North Decatur Rd., Decatur; 325-1505
Highland Plaza, 3605 Sandy Springs Rd. N.E., Marietta; 971-0744
6237 Roswell Rd. NE, Sandy Springs; 256-5518
Snellville Plaza Shopping Center, 2274 Highway 78, Snellville; 736-0502

You certainly can't go broke shopping at Chapter 11 stores. All books here are sold at 11% off the cover price at all times; reductions are taken at the register. This reduction doesn't apply to their drastically reduced remainders, but these are so cheap (most hardcover novels are in the $5 range) that you'd hardly notice. *New York Times* bestsellers, like Jerry Seinfeld's *Seinlanguage,* are always slashed 30% off the list price.

Many of the books on the discount table are remainders and overstocks and may be a couple of years old, but they're also up to 75% off. Chapter 11 stacks and shelves even these closeout books neatly, keeping them in good shape. This is one bookstore that gets kudos from Mr. C. for organization!

Among the goodies recently spotted here was *Jernigan,* the quirky fiction debut by *Newsweek* reporter David Gates, for just $4.99. John Updike's *Rabbit at Rest,* listed at $21.95, is just $6.99 here—a price that will let you rest easy, too.

Health books seen included Dr. Miriam Stoppard's *Everywoman's Medical Handbook* at half-price, just $9.99. Elizabeth Kubler-Ross's *AIDS: The Ultimate Challenge,* considered one of the most important books on that topic, can be found here for $5.99, about two-thirds off the original cover price.

The section on parenting is especially well-stocked, with titles like Arlene Eisenberg's *What to Expect When You're Expecting* and Steve and Ruth Bennett's *365 Outdoor Activities You Can Do With Your Child.*

The staff at Chapter 11 tend to be voracious readers themselves, specializing in out-of-the-mainstream books; be sure to check out their "Recommended Reading" displays to get ideas from their personal favorites. To give you an idea of just how much these folks enjoy reading, Mr. C. would like to point out that there is even a "Recommended Book of the Day." Now that's serious.

OXFORD TOO
2395 Peachtree Rd. N.E., Atlanta; 262-3411

You don't need a degree from Oxford to figure out that this Buckhead store is probably the place in town for used books, whether you're looking for poetry, pop music or peace studies. Recent releases like Terry McMillan's paperback, *Waiting to Exhale,* or *Colony* by Anne Rivers Siddons, are priced at least 40% off their original list prices.

If you've shopped here before, you may have skipped over their $1 bargain book shelves due to their disheveled appearance. Take another look, says Mr. C. Tucked in here, you may find a copy of Benair Bhutto's autobiography, *Daughter of Destiny,* in paperback, or a hardcover edition of comic feminist Fay Weldon's *The Hearts and Lives of Men.*

Other used books may include *Princess Daisy* by Judith Krantz for just $3. Plays by W.H. Auden (just $17 for this rare copy), and, for sci-fi fans, Ursula K. LeGuin's *Sea Road,* which lists at $20, here just $6.98. Health-conscious Atlantans will like Jane Brody's *Nutrition Book* and Robert E. Kowalski's *The Eight-Week Cholesterol Cure,* both around $4.

Mr. C. also reminds you to not forget Oxford's remainders, especially in children's books and art. The Museum of Modern Art edition of *Seurat* listed for twice as much as its $37.98 price here.

For the kids, a read-along book and cassette of *Mr. Tickle,* by Robert Hargreaves, is only $3.99, while Funk & Wagnall's *The World of Nature* is a penny less than that.

Cooks will like the Duncan Hines *Treasury of Baking,* priced at two-thirds off its $14.95 list price; and every parent can use a copy of the *Columbia University College of Physicians and Surgeons' Complete Guide to Early Childcare,* priced at half its $32.50 original price.

Starved for fiction? How about *Brightness Falls* by Jay McInerney (author of *Bright Lights, Big City*) for $3. And humor fans can chuckle over *The Best of Bombeck* for $9.98 (half-price) and Jay Leno's popular *Headlines,* same price, both in hardcover.

The store goes on and on. Old magazines offer a blast from the past for a paltry sum—back copies of *Life,* dating back to the 1960s, are priced at $2 to $4 each. Copies of *Rolling Stone* from the 1980s are $1.50, and late-eighties issues of *Esquire* and *Vanity Fair* go for $1 or $2.

This incredible store is open Sunday through Thursday from 9 a.m. to 10 p.m., and Friday and Saturday from 9 a.m. until midnight(!!)

From* Mr. Cheap's Atlanta *by Mark Waldstein. ©1994. Reprinted with permission from Bob Adams, Inc. Available at your local bookstore.

Answers to crossword on page 19

O	S	A	K	A	■	U	M	P	■	A	S	P	E	N
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Destination New Orleans

$79*

Before checking out the soothing jazz and soul-wrenching blues of Bourbon Street and the mouth watering delicacies of the French Quarter, check into Holiday Inn for only $79.00. To receive the ValuJet customers only savings, call 1-800-522-6963 and ask for the special ValuJet rate.

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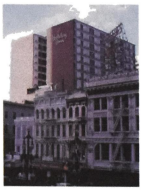
171 guest rooms. Everything that makes New Orleans unforgettable... the French Quarter, history, food, music, night life, iron lace work balconies and much, much more.



Holiday Inn New Orleans French Quarter

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Holiday Inn East High-rise

200 guest rooms. Easily accessible to recreational and educational attractions as well as New Orleans business district. Convenient to the University of New Orleans, Dillard University and Southern University.

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304 guest rooms. 1 1/2 miles from airport. 20 minutes to the beaches and Bayside shopping. Strategically located within 15 minutes of the City's most important business centers and major tourist attractions.

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Holiday Inn International Drive Resort

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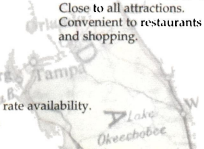
Holiday Inn Orlando International Airport

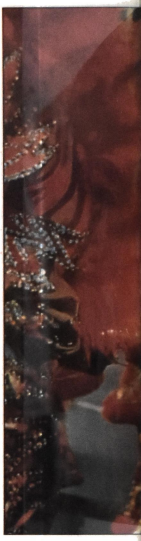
290 guest rooms. Closest hotel to the airport with 24 hour shuttle service. Close to all attractions. Convenient to restaurants and shopping.



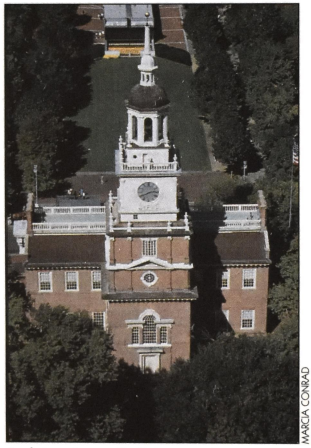
*Per room, per night plus applicable taxes. Subject to room and rate availability. Not available for groups. Good thru 12/31/94.

Fifteen Ways to Have Fun in Philadelphia

by Vivian Holley



1 Attend the 350th anniversary celebration that honors Philadelphia founder, William Penn. It lasts all this year in Penn's beloved "greene countrie towne." Tours, exhibits and events mark the occasion with a birthday party and fair (you don't have to bring a gift) scheduled for October 22 at Arch Street Meeting House.



MARCIA CONRAD

Independence Hall is one of Philadelphia's most recognizable landmarks.

2 Do make sure you show up for breakfast at the Famous 4th Street Delicateseen, and take along a bag of their notable chocolate chip cookies to sustain you on your strolls. A longtime, no-frills establishment with excellent omelettes, the hospitable deli sports photos of visiting noshers. You'll spy Barbra Streisand, Sean Connery, Jimmy and Rosalynn Carter, Connie Chung and other celebs.

3 Stake our your heritage at the interactive video display at the Independence National Historical Park Visitors Center, where many an out-of-towner launches an exploration. You'll receive an individual, mapped walking tour focusing on a famous personage. A Thomas Jefferson tour, for example, begins with a look at the Center's fine short film, "Independence," then moves on to City Tavern, Christ Church, Franklin Court, the U.S. Mint and other points along a two-mile walk that pays tribute to Jefferson's accomplishments.

4 Stroll the shaded streets of Independence National Historic Park, a square-mile time trip through the birth of a nation. Its dramatic centerpiece is Independence Square, site of Independence Hall, where the Declaration of Independence was signed and the United States Constitution was drafted. Here are Carpenters' Hall, 1774

(Left) Colorful Philadelphia festivals entertain thousands each year. (Below) Children visit the famous cracked Liberty Bell.

JOHN MADDAEUS

meeting site of the First Continental Congress; Old City Hall, 1791-1800 home of the U.S. Supreme Court; and the symbolic Liberty Bell, tolled at momentous times in our history. At the Betsy Ross House, nearby in Old City, our first flag was stitched up.

5 Grab your camera and set out for Elfreth's Alley, an Old City superstar close to the Betsy Ross House. You won't find a more charmingly photogenic bit of history than this narrow stretch of 1728 to 1836 houses of Colonial and Federal style, believed to be the oldest continuously occupied residential street in the nation. It was a neighborhood of mariners, craftsmen and shopkeepers, their lifestyles remembered today at No. 126, the Elfreth's Alley Museum (admission free).

6 For a civilized break, settle near the fireplace for afternoon tea in the elegant environs of The Ritz-Carlton, Philadelphia. A pot of Earl Grey, perhaps, with dainty smoked salmon sandwiches? A buttermilk scone with Devonshire cream? If you're in town September 12-October 17, don't miss the Ritz-Carlton Wine Academy, a six-class series taught by regional wine experts and local restaurant personalities. You can test your new ordering and tasting savvy at The Dining Room, one of the city's finest restaurants.

7 Don't miss the museum scene—though you may not be able to hit all 50 of the local institutions. They range from the circa-1805 Pennsylvania Academy of Fine Arts—the country's oldest art museum—to the Norman Rockwell Museum assemblage of *Saturday Evening Post* covers, from the Rodin Museum and its collection of the French sculptor's work to Fireman's Hall, commemorating the first volunteer fire department organized here by Benjamin Franklin. The stunning Philadelphia Museum of Art is a must. Admission is free on Sundays from 10 a.m.-1 p.m., barely time enough to zero in on a few favorites

(Left) Children enjoy a Philly favorite; fresh, hot, soft pretzels with mustard. (Below) The Rodin Museum offers visitors a chance to learn more about the man and his art.

among more than 200 galleries filled with American, European and Asian treasures.

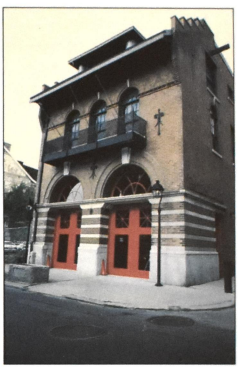
8 Since its founding in 1900, the Philadelphia Orchestra has presented 135 world premieres and 98 American premieres. And the internationally-known orchestra is only part of the bounty that awaits visiting classical music buffs. There's also the Opera Company, which stages four November-May productions, plus chamber ensembles and choral groups. Fall kicks off a packed season of theater and dance. Set your sights on the Avenue of the Arts (Broad Street), the city's burgeoning cultural district.

9 The shopping never stops in the East Coast's second largest metropolis. Make a note to hit Old City on the first Friday evening of the month—open house night with a block-party feel—to navigate 30 or so galleries and showrooms of fine art, antiques, furniture and decorative arts. The dozens of colorful boutiques and galleries that fill the 11-block vicinity of South Street—"the hippest street in town"—stay open late to lure the after-theater crowd. Lovers of period furnishings, estate jewelry and vintage clothing should head straight for Antique Row, on Pine Street between 10th and 13th streets. Reading Terminal Market, founded in 1892, provides not only farmers' market fare but a prime opportunity to sample Philly's famous cheesesteaks and soft pretzels.

10 Catch the cool sounds of jazz giants at one of the hottest spots in town: Zanzibar Blue. Start with dinner in the sophisticated restaurant, then drift to an intimate adjoining room for listenable, live jazz. You'll find comedy, jazz and rock in the South Street area, not to mention about 75 restaurants. On the waterfront, fun-seekers splash from club to club via water taxi. Or cruise the Delaware by moonlight aboard the "Spirit of Philadelphia," dancing the night away as the city skyline lights up for a sparkling backdrop. One of the newest nightspots is Elizabeth at Katmandu, a reborn, turn-of-the-century harbor ferry at Pier 25 on Columbus Boulevard.

11 Soak up the serenity and bucolic beauty of the Brandywine Valley southwest of the city, a Pennsylvania-Delaware landscape familiar to fans of the Wyeth Family. Their artistry is on view in the airy galleries of the Brandywine River Museum, a Chadds Ford charmer that was once a gristmill. Among nearby treasures: Winterthur, a du Pont family mansion-turned-museum, and Longwood Gardens, a year-round flowering wonderland.

(Below) Just south of the city, visitors can enjoy the striking Brandywine River Museum. (Left) Fireman's Hall is just one of many historical buildings in the City of Brotherly Love.



12 Move on to Maryland, scarcely a skip away through scenic thoroughbred country. You can scout for bargains at the Perryville Outlet Center, have your fill of fresh seafood at Woody's in North East, sample the gift shops tucked into vintage buildings along the C&D Canal at Chesapeake City and stop for a B&B night at the nostalgic Bohemia House. Ease into Baltimore and prowl the shops and eateries at Harborplace and The Gallery, then investigate the memorabilia at the B&O Railroad Museum and the Babe Ruth Birthplace and Baseball Center.

13 Bring a corporate meeting to town. Philadelphia will welcome your group with the gleaming Pennsylvania Convention Center,

Philadelphia Story: CHEESESTEAK

by Caroline Waxler

It all began on a cold, rainy March night. I had sampled them before, but I never really let myself develop any feelings. Certainly no loyalties. Then something inexplicable happened. A bond was formed. Once I had gone to Pat's, there would be no place else for me—no more late nights at Jim's, nor at John's, certainly not at Geno's. I had found my home.

Some could say that Pat's is just a cheesesteak joint, but those who know, know better. In Philadelphia, the home of the cheesesteak, you can't get more indigenous than this. And when the commodity is not for exportation (trust me, try eating one that has been traveling in your un-airconditioned car on a hundred-degree day for even five minutes) ambiance is everything. What can most aptly be called a stand, dotted with red plastic seats and tables, pictures of the famous patrons (the degree of your familiarity all depending on the block radius between your home and Pat's) covering the ceiling of the canopy, and character—this is a twenty-four hour party. The guests range from neighborhood Italian families catching up on the latest gossip, business men showing clients the "real Philadelphia," junior mafiosi, to drunken Penn students satisfying food cravings. This is the only place in the world where the people whose pictures you recognize from magazines and pictures you recognize from the post office all stand around and break bread together. Mangia!

EXACTLY WHAT IS A CHEESESTEAK?

I realize that there may be those among you who may not know what exactly a cheesesteak is. The war story still circulates about the Philadelphia girl who, homesick, naively ordered one while in a Connecticut restaurant. Although she did ignore the cardinal rule about eating a cheesesteak ex urbe Philadelphia, there is no excuse for the fact that she was served a London Broil blanketed with Swiss. Cordon Bleu or no, that chef obviously had some more training to do. To preclude all further embarrassments, I define a cheesesteak as: the combination of thin, greasy strips of steak cooked over an open grill, gooey day-glo orange Cheese Whiz, all served on a hoagie (submarine sandwich/grinder) roll. Extras such as hot peppers and mushrooms are optional, but onions are such an intrinsic ingredient that one must only nod, "yes" when the counter-person asks "wit?" Only a complete bumpkin would reply the entire, "with onions." This whole combination may not sound like much, and may in fact remind one of its neanderthal cousin, the Steak-um, but when all the ingredients are in sync, prepared by a trained hand, eaten at a place where every third sentence begins with "yo!" the results are heavenly. Conversely, a bad cheesesteak is the stuff of W.C. Fields' legends. Never, ever trust a restaurant that purports to have "Philly cheesesteaks." These experiences can range from bad to worse. I've tasted meat so awful, I've waited for it get up, moo, and walk out. With cheesesteaks, just like real estate, one must also take into account location, location, location. Just as I could hardly imagine having one of these fabulous snacks at the Bellevue alongside the tea and scones, cheesesteaks taste distinctively better set in a land where every one is named Marie, Joseph, or Tony and loves Mama. South Philadelphia.

South Philly, as it is fondly referred to, is a section of our grand, old town that skyrocketed to fame as the home of the Rocky. Mr. Balboa loved, lost, fought, won, lived, learned, ran up stairs, but most importantly, ate on these mean streets. The people who comprise this area have strong sense of community, values and a culinary sense. Down the block is the Italian market. Much like its sisters in the old country, this bustling places sells produce so fresh that I'm serious when I say that some of the chickens are still squawking. Thanks to the Paesani down here, I've purchased ingredients for the best meals I've ever whipped up. How fitting that such a climate would be conducive to the birth of the greatest gastronomic coup since the Tastykake. (Tastykake? you ask. No ink for that Philly treat now. We're talking about the meat section here).

Just as I could hardly imagine having one of these fabulous snacks at the Bellevue alongside the tea and scones, cheesesteaks taste distinctively better set in a land where every one is named Marie, Joseph, or Tony and loves Mama. South Philadelphia.

SOUTH PHILLY

And you can't get more South Philly than the corner of 9th and Passyunk—home to the biggest rivalry since Pepsi and Coke teed off. Here we have the much aforementioned Pat's Steaks directly facing its arch-competitor, Geno's. Pat's takes the simple, no frills approach to dining. Geno's is like the Sodom across the street. All bright lights, the big city, the neon glitz palace beckons to the utilitarian Pat's patrons. "Look at all those lights," is what first-timers to Pat's say about the catty-corner competition. Frank Olivieri, Pat's owner, and Geno's owner, Joey Vento, grew up together on these streets and remain friends, they just don't eat together—at least not cheesesteak.

LOVE ON THE ROCKS

The rest of us mortals, whom you may meet on these crossroads, has his or her own reason for choosing sides. The least of which is the food. Either Mama first took you and you've never strayed, you're insatiable hunger stopped you in front of the closest one and you bonded, or you're from the neighborhood and you know Frank and Joey. You love them both, patronize each joint, have your preference, and only utter it to the most trusted of confidantes, for me the road was a lot different. Pat's was the locale of a not-so-torrid affair. As an undergraduate, I developed a crush on my very married teaching assistant of English 401 on Wednesday evenings. When he needed a lift one night to the Spectrum for an ice hockey game, I came through with a car, he had the tickets, and thus a friendship began. On the ride home, he suggested we stop off at Pat's for the first of many late dinners. I always hoped that he would fall in love with me there and leave that wife, despite the Cheese Whiz dripping down my chin, teeth clattering from dining outside in sub-zero temperature, and my faux-pas of not asking for onions as "wit." Well, of course the inevitable happened: What's-his-name went back to eating at Pat's on Wednesdays with his wife. The semester had ended, my car got stolen, and I never heard from him again. Although my feelings for that t.a. have faded into blurry memories, I still have a thing for Pat, who loves me—Cheese Whiz and all.

Pat's Steaks
1237 East Passyunk Ave
(between 9th & Warton)
215-468-1546
cost about $8
(with drink and fries)

Baltimore's Harborplace is a festive marketplace with specialty shops, markets, restaurants, and sidewalk cafes housed under two European glass-enclosed pavilions.

opened June 1993. Incorporating a century-old, Victorian train shed into its design, the center encompasses 622,000 square feet of exhibit space, 51 meeting rooms, a 32,000-square-foot ballroom and a 55,000-square-foot grand hall. Slated to debut in January is the connecting 1,200-room Philadelphia Marriott. Along with Center City (downtown) properties come smaller options such as the Omni Hotel at Independence Park, whose 150 rooms overlook the historic swatch of leafy turf.

14 Do your homework: go to the movies. You can learn your way about by taking in the likes of "Philadelphia," which was filmed all over town. The train station at 30th and Market figured in "Witness" and "Blow Out." "Trading Places" was shot in the Rittenhouse Square area, and Wanamaker's department store starred in "Mannequin" and "Mannequin on the Move." Not to mention the imposing steps of the Philadelphia Museum of Art, immortalized for the ages by the "Rocky" sagas.

15 Are you a Senior on the Go? Then the city of Philadelphia has a deal for you: a booklet by the same name. It lists dozens of discounts for seniors involving accommodations, transportation, attractions, entertainment and restaurants. You can pick one up at the Independence National Historical Park.

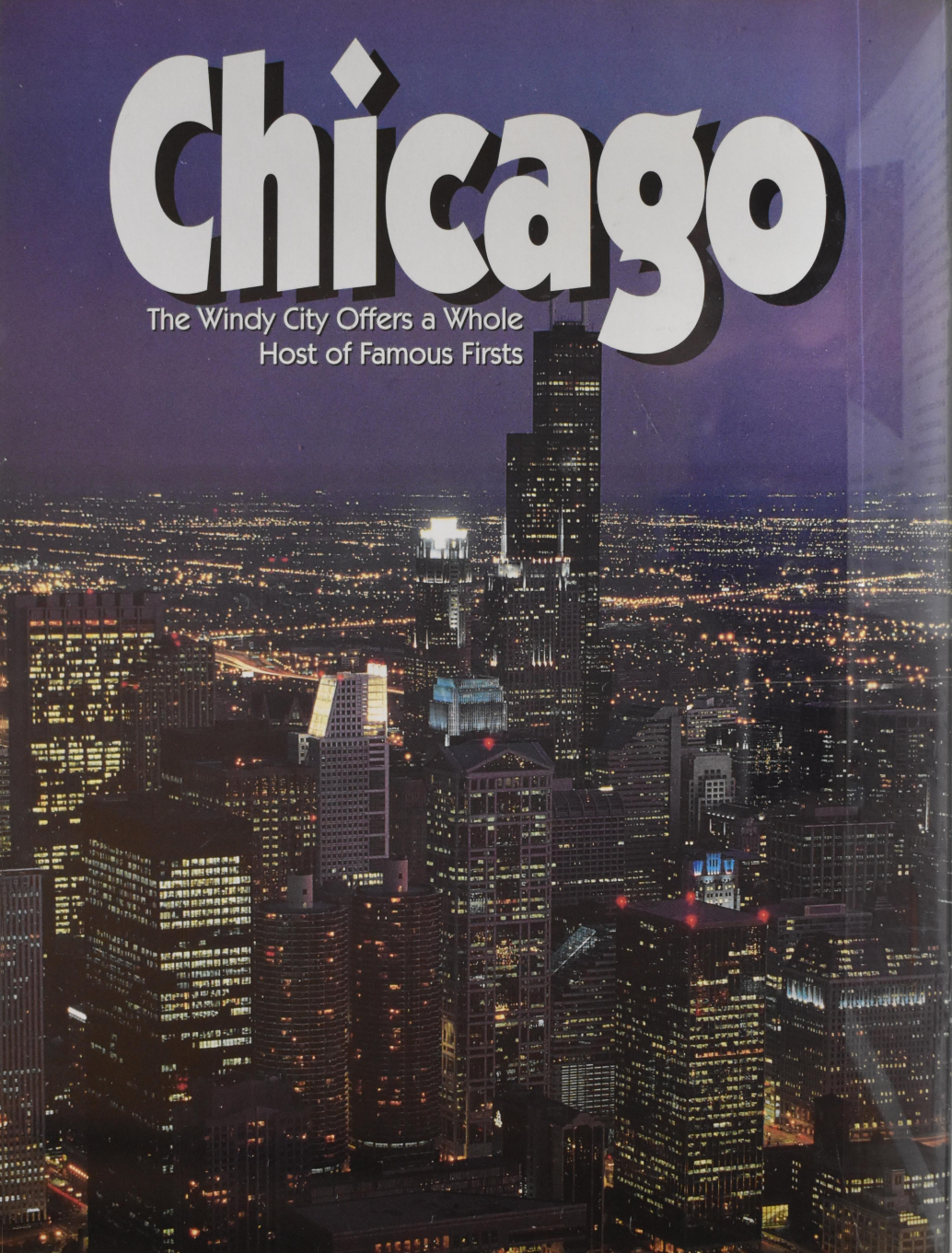
For additional information, contact: Philadelphia Visitors Center, 16th Street & JFK Boulevard, Philadelphia, PA 19102; 800-537-7676.

For information on nearby activities, contact: Brandywine Valley Information 800-228-9933; Cecil County Office of Economic Development, 800-CECIL-95; Baltimore Area Convention & Visitors Information 800-282-6632.

Vivian Holley is a freelance writer living in Atlanta, Georgia.

Chicago

The Windy City Offers a Whole Host of Famous Firsts

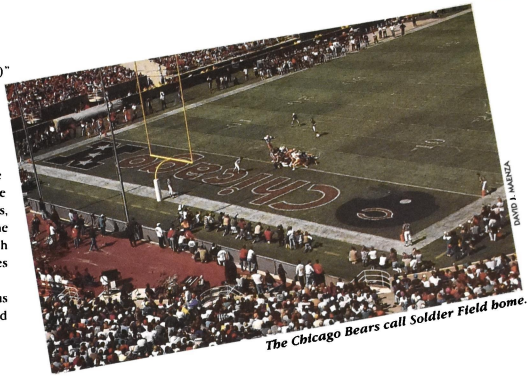


Ever since Frank Sinatra sang "My Kind of Town (Chicago Is)" in the 1964 musical "Robin and the Seven Hoods," many of us have discovered that there are lots of reasons to make Chicago our kind of town as well.

We think of the Sears Tower, Lake Michigan, Ophrah, "da Bears," the Loop, the Picasso and Calder sculptures, Marshall Field's, Chicago pizza and the feeling of being in a great city with museums, galleries, and terrific places to eat.

Chicago also boasts of many famous firsts. For instance, Chicago produced the first:

- ▲ steel frame skyscraper and stainless steel building
- ▲ electric iron and cooking range
- ▲ Pullman railroad car
- ▲ grain reaper
- ▲ reactor to produce electricity from atomic energy
- ▲ cafeteria
- ▲ window envelope
- ▲ co-educational public high school
- ▲ the bifocal contact lens
- ▲ the winding watch
- ▲ the Butterfinger and Baby Ruth candy bars
- ▲ carmel-chocolate turtles
- ▲ the bowling tournament
- ▲ Shrimp de Jonghe
- ▲ Cracker Jacks
- ▲ Schwinn Bicycles



DAVID F. MANZA

The Chicago Bears call Soldier Field home.

In addition, the first regulation baseballs and bats used by professional players were manufactured by Chicago entrepreneur (and former pitcher) Albert G. Spalding.

Chicago's own Jane Addams, founder of the Hull House, was the first American woman to win the Nobel Prize

CHOMPING THROUGH CHICAGO

by Michael and Jane Stern

A trip to Chicago is not complete unless you sample some of the delicious food that is unique to this great town. Some is available on the street corner and some you need to seek out in out-of-the-way eateries. Here is a short list to get you started, but half the fun is exploring and finding your own favorites.

Shrimps de Jonghe is one of the gastronomic glories of Chicago. For us, no trip through the Midwest is really right unless we have the opportunity to plunge our forks into a hot casserole laden with jumbo shrimp and a heap of the most wondrous breadcrumbs on this earth—sopped with butter, sherry and garlic. It was invented by a Belgian family named de Jonghe who immigrated in the 1890s and ran a restaurant on the south side of Chicago during the Columbian Exposition of 1892.

Our own version is based on a recipe that has been passed around the city for years. Despite its swanky nature, it is an easy dish to make; its goodness depends on the quality of shrimp you use. This is one of the winningest meals your tongue can ever know.

▲▲▲

SHRIMPS DE JONGHE

12 tablespoons butter
1 teaspoon salt
1-2 gloves garlic, finely minced (use more or less according your taste)
1 cup breadcrumbs (dry)
1/3 cup minced parsley
cup dry sherry
dash of cayenne pepper
dash of paprika
2 pounds jumbo shrimp

Cream together butter, salt, and garlic. Mix in breadcrumbs, parsley, sherry, pepper and paprika.

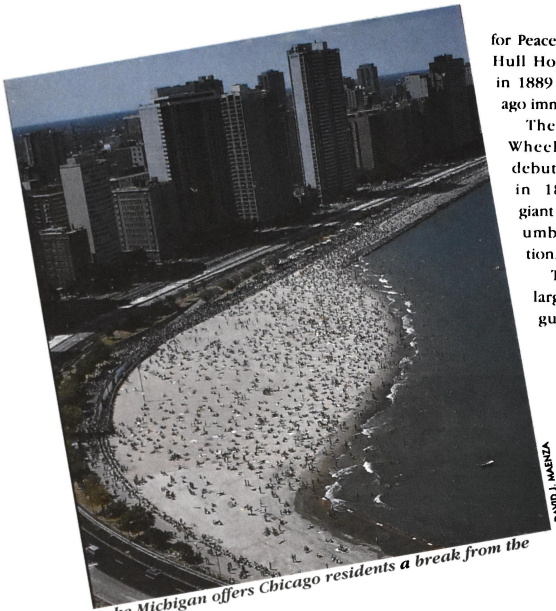
Peel and devein shrimp. Toss into simmering water and cook just a few minutes, only until they turn pink. Rinse with cold water and drain.

Preheat oven to 375. Butter 4-6 individual oven-proof casserole dishes (or one wide dish).

Divide shrimp among casserole dishes. Mound crumb mixture on top. Bake 20 minutes, or until crumbs are golden brown and sizzling

Serves 4-6.

One place to sample Shrimps de



DAVID HANZA

Lake Michigan offers Chicago residents a break from the ***summer heat.***

for Peace (1931). The Hull House opened in 1889 to aid Chicago immigrants.

The first Ferris Wheel made its debut in Chicago in 1893 at the giant World's Columbian Exposition.

The world's largest chewing gum manufacturer, the William Wrigley, Jr. Company, produces more than 20 million packages a day. It was also the first U.S. manufacturer to give its employees Saturdays and Sundays off of work. In 1946, the Wrigley Building was also the first air conditioned office building.

The Sears Tower is the world's tallest building with 110 floors. The Merchandise Mart is the world's largest commercial building with 4.2 million square feet.

Chicago's McCormick Place is the largest convention center in North America, with 1.6 million square feet of exhibit and meeting space. The center is currently undergoing a massive expansion and renovation. By 1997, 2.2 million square feet will become available.

The professional football team, the Chicago Bears, were the first football team in the country to:

- ▲ practice daily
- ▲ film games to study for strategies
- ▲ have their own team band and team song
- ▲ publish and distribute a club newspaper

Jonghe is at **The Berghoff, 17 West Adams St. Chicago, Il. (312) 427-3170.**

Here are some other places to sample Chicago cuisine

▲▲▲

Connie's Italian Beef, 1732 No. Harlem, Elmwood Park, Il. (709) 453-3994

Someone stole the portrait of Telly Savalas that used to hang on the wall of Connie's When we pointed out to the management that we missed it, they accused us—jokingly, we think—of having stole it. We didn't; but we cannot honestly say the thought hadn't crossed our mind. We miss the picture; and to be honest, we miss the old Connie's on North Avenue. The new, air-conditioned one, in a strip mall, has tables to sit at (the old one was strictly stand-up-and-scarf) and no more Telly, both of which take away from the original's sassy charm; but still, if you are looking for great Italian beef sandwiches, you must come here and feast.

Chicago has an abundance of restaurants that sell Italian beef sandwiches, which are second only to hot dogs as the city's favorite proletarian food. Many connoisseurs get it spiced with the traditional Italian beef condiment, pepper-hot giardiniera, a pickly vegetable relish for which Connie's uses an especially piquant recipe.

Serious Italian beef eaters demand a sandwich overloaded with beef—to the extent that they do not even bother to try to eat it like a sandwich. Veteran Connie's patrons have adapted their old, stand-up eating style to the new tables; you will see them with their sandwich set before them, unwrapped and splayed open as they pick and tear at it with their fingers, hefting shreds of beef, clumps of bread, and blobs and dribbles of giardiniera. The bread in these sandwiches is so fresh it smells like a bakery; it has enough body to soak up and hold plenty of oozing gravy yet still stay intact. The beef is simply the best in town: so thin and tender it almost falls apart as it is lifted with tongs from the gravy trough, and yet has a heady savor that is ready to yield even more beefy smack when you chew. It is super-lean, super-juicy, shaved as thin as possible then sopped in a garlicky, pan-drippin' natural gravy that is so delicious itself that many customers come for nothing but a "gravy sandwich" (soaked bread).

▲▲▲

Father and Son Pizza, 2475 Milwaukee Ave., (312) 252-2620, 645 W. North Ave., (312) 337-1123, 5691 N. Milwaukee Ave. (312) 774-2620

You likely already know about Chicago's famous deep dish, thick-crusted pizza—invented at Uno's and served in all its high-rise splendor at several good pizzerias around town. Now we are going to tell you about

DAVID J. MADRZA

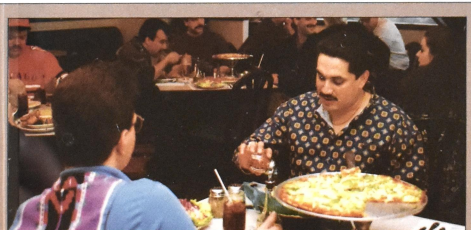
Chicago loves its sports teams and Chicago Cubs fans are some of America's most devoted.

- ▲ broadcast games over the radio
- ▲ host a special homecoming dinner for all ex-Bears
- ▲ issue player diplomas

The world-famous Harlem Globetrotters got their start in Chicago as the "Savoy Big 5." They played their first game at Chicago's Savoy Ballroom in 1926 and became the Harlem Globetrotters in 1927.

And of course, we all thought Chicago was named the "Windy City" because of the breeze off Lake Michigan, but actually that title was given to Chicago by *New York Sun* editor Charles Dana in 1893. He was tired of hearing long-winded politicians boasting about the wonders of the World's Columbian Exposition held in Chicago the same year.

Today Chicago has even more to boast about and welcomes you to visit and discover some "firsts" of your own.



Since 1947 Father and Son Pizza has served not only Chicago's famous deep dish pizza, but is perhaps best known for the thinnest cracker-crisp crust in Chicago.

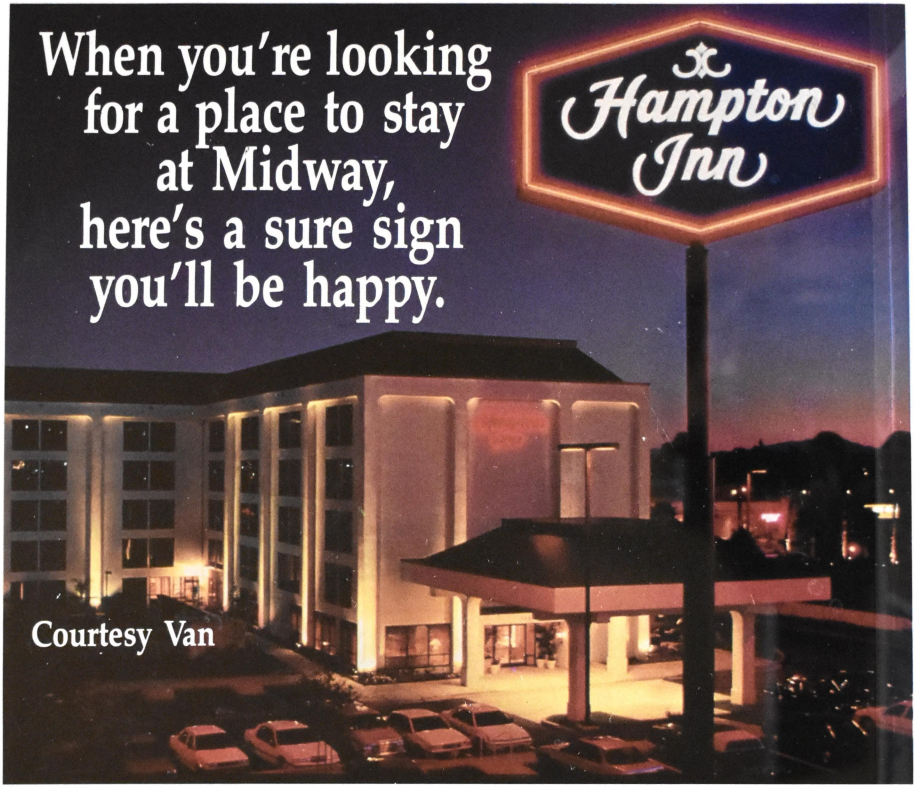
the thinnest crust in Chicago, and a lesser-known pizza parlor that all pizzaphiles ought to inscribe in their little black books.

Cracker-crisp, surprising your teeth with a quick, subtle resilience before it shatters, Father and Son's tour de force crust is astoundingly sturdy considering its elegance. Top it with a heavy load—even oddities like pineapple or taco beef, or wet things like sliced fresh tomato—and it hangs tough to the last slice. Father and Son will also sell you Chicago-style pies with a breadier crust, "New York style," which is medium-thick, and "gourmet pizzas" festooned with eggplant parmigiana, broccoli and almonds, sirloin steak, or omelettes. Anywhere else, such fanfaronade would seem like boutique-pizza pandering. At Father and Son, charter member of the Chicago deep dish pantheon (since 1947), it seems only right and good that pizza creativity marches on.

▲▲▲

Superdawg, Milwaukee Avenue at Devon, Chicago, Il. (312) 763-0660

More than any other city in America, Chicago is crazy for hot dogs, or as they are known hereabouts, "red hots." The dogs are all-beef, firm, and brightly spiced—superlative tubes of firmly-packed meat; but what makes them soar into the culinary stratosphere are Chicago's buns and condiments. An exemplary case in point is Superdawg, where you want to order your red hot "dragged through the garden." That means it will be served to you buried under a lush landslide of mustard, piccalilli, onions, peppers, pickle spears, and/or pickled green tomatoes. The



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Operated by North American Hospitality, Inc.

Superdawg offers some of Chicago's best hot dogs or "red hots" as they refer to them here. Part of the attraction is the buns and the wide assortment of condiments offered at Superdawg.

bun is poppy-seeded, soft and fresh—a big mitt in which you try to hold the dog and its toppings.

Superdawg's logo is a lounging wiener clad in leopardskin who offers "thanks from the bottom of my pure beef heart for stopping." Order yours with fried (homemade crinkle cuts) and the take-out box advises, "Your Superdawg lounges inside contentedly cushioned...in Superfries." Good burgers and ultra thick (impossible to suck up a straw) milk shakes, too: all served in a genuine drive-in with "Order Matic" carhop service. Hot dog, indeed!

▲▲▲

Walker Brothers Original Pancake House, 153 Green Bay, Wilmette, Il. (708) 251-6000

There are many good kinds of pancakes at Walker Brothers, but the top of the line is the apple pancake. It is a baked pancake, bigger than a large plate, a satisfying meal for at least two hungry people. Think of it as a cake rather than a flapjack. It truly is gorgeous—a great puffed promontory of caramelized apples and sugar and butter and cinnamon and cake that arrives at the table still sizzling and gusting clouds of sweet steam into the air. Slice into the stupendous mountain, and you discover strata of cooked, eegy dough, soft pillows of apple, and untold amounts of sweet, mahogany-colored goo. This is breakfast for the gods.

Years ago, when we were more experimental types, we used to order other things at Walker Brothers, too, and they were great. On occasion, we still do get bacon; and like the famous pancake, it is a superior version of a common dish: thick-cut, sweet and smoky-flavored. Ham, too, is hickory-smoked and truly delicious. Among the other breakfasts we recall with fondness, are the German pancake (also oven-cooked, but without the apples), silver dollar sourdough 'cakes, elegant Swedish pancakes, and pecan waffles; also superior omelettes with onion-scented hashed brown potatoes. But honestly, you are nuts to come to this restaurant and eat anything other than the apple pancake.

Big problem: Walker Brothers is nearly always hideously crowded. If you can't stand to wait in line, come just before it opens at seven in the morning or an off-hour.

***Jane and Michael Stern, widely-traveled free-lance writers, are authors of* Roadfood.**

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THE BEAUTY OF BROADWAY

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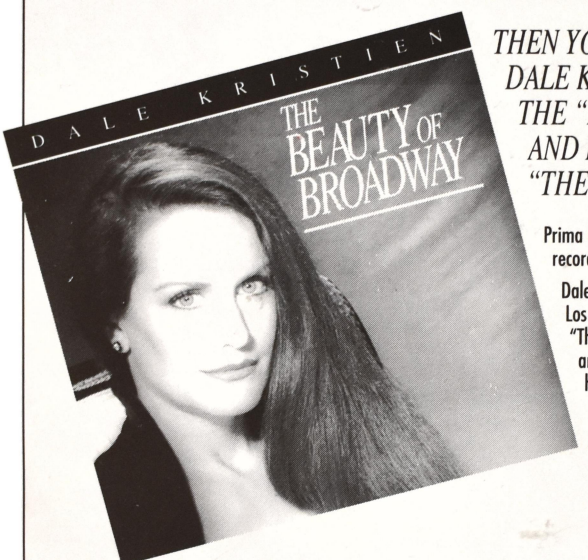

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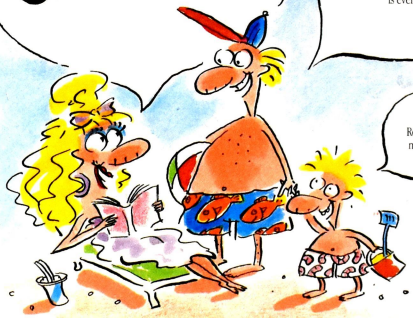

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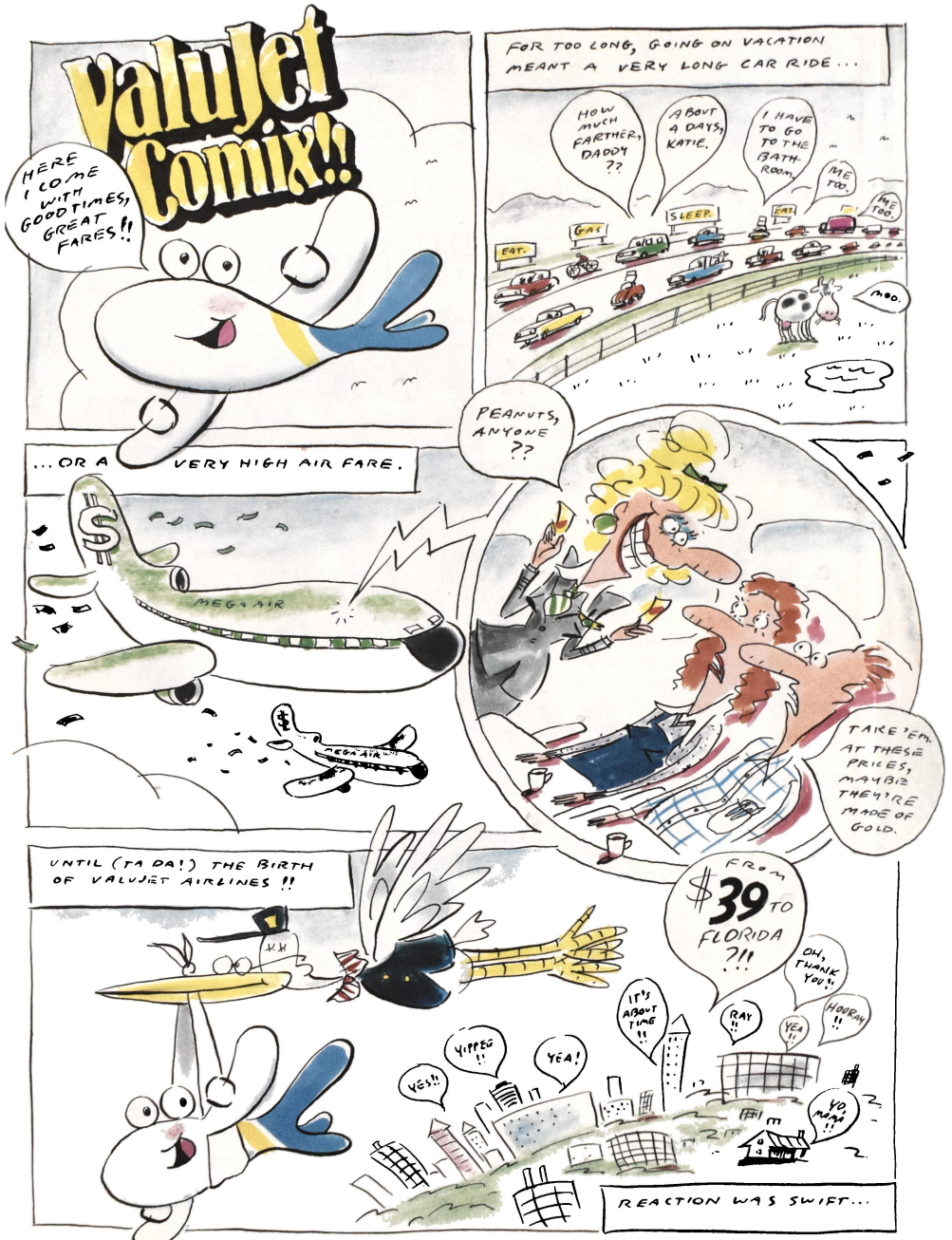
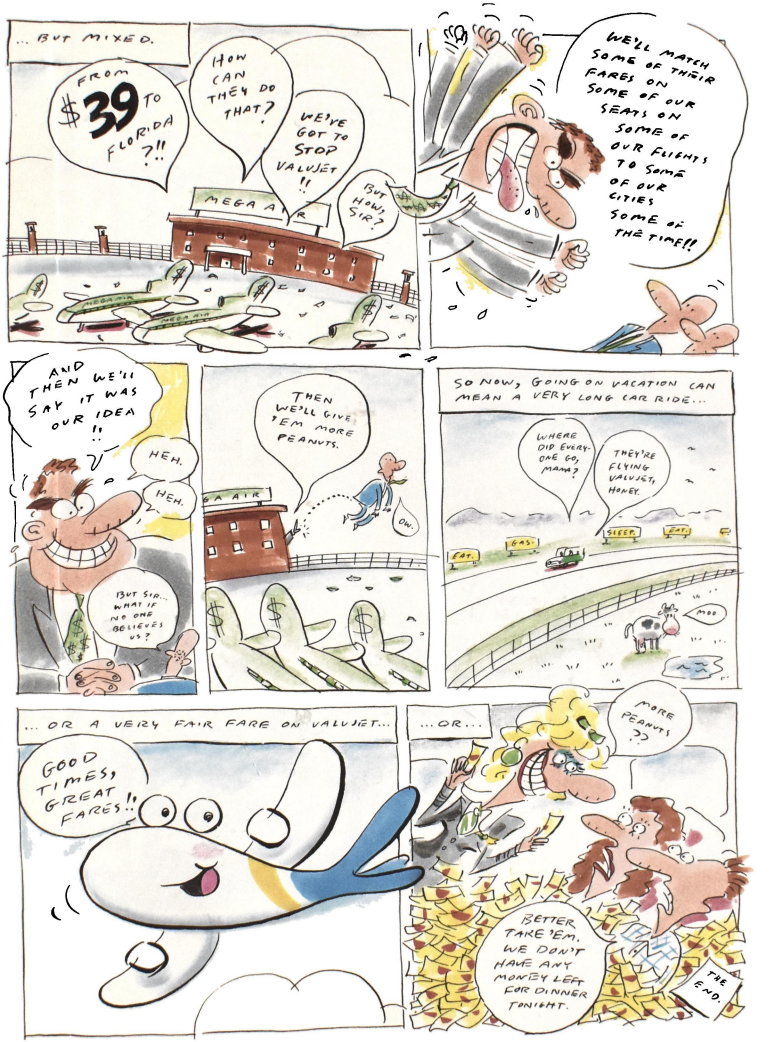

valuJet Comix!!
HERE I COME WITH GOODTIMES, GREAT FARES!!
FOR TOO LONG, GOING ON VACATION MEANT A VERY LONG CAR RIDE...
HOW MUCH FARTHER, DADDY ??
ABOUT A DAYS, KATIE.
I HAVE TO GO TO THE BATHROOM.
ME TOO.
ME TOO.
EAT.
SLEEP.
EAT.
EAT.
MOO.
...OR A VERY HIGH AIR FARE.
MEGA AIR
MEGA AIR
PEANUTS, ANYONE ??
TAKE 'EM. AT THESE PRICES, MAYBE THEY'RE MADE OF GOLD.
UNTIL (TA DA!) THE BIRTH OF VALUJET AIRLINES !!
FROM $39 TO FLORIDA ?!!
OH, THANK YOU!!
HOORAY!!
YEA!!
RAY!!
IT'S ABOUT TIME!!
YIPPEE!!
YEA!
YES!!
YO, MAMA!!
REACTION WAS SWIFT...


...BUT MIXED.
FROM $39 TO FLORIDA ?!!
HOW CAN THEY DO THAT?
WE'VE GOT TO STOP VALUJET !!
BUT HON, SIR?
MEGA AIR
WE'LL MATCH SOME OF THEIR FARES ON SOME OF OUR SEATS ON SOME OF OUR FLIGHTS TO SOME OF OUR CITIES SOME OF THE TIME!!
AND THEN WE'LL SAY IT WAS OUR IDEA !!
HEH.
HEH.
BUT SIR... WHAT IF NO ONE BELIEVES US?
THEN WE'LL GIVE 'EM MORE PEANUTS.
OW.
SO NOW, GOING ON VACATION CAN MEAN A VERY LONG CAR RIDE...
WHERE DID EVERYONE GO, MAMA?
THEY'RE FLYING VALUJET, HONEY.
EAT.
GAS.
SLEEP.
EAT.
MOO
...OR A VERY FAIR FARE ON VALUJET...
GOOD TIMES, GREAT FARES!!
...OR...
MORE PEANUTS!?
BETTER TAKE 'EM, WE DON'T HAVE ANY MONEY LEFT FOR DINNER TONIGHT.
THE E.N.D.

ValuJet Airport Locations

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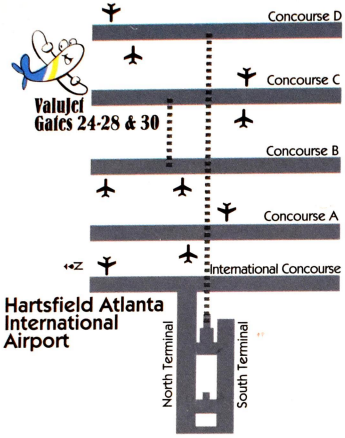
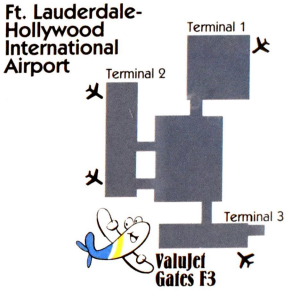
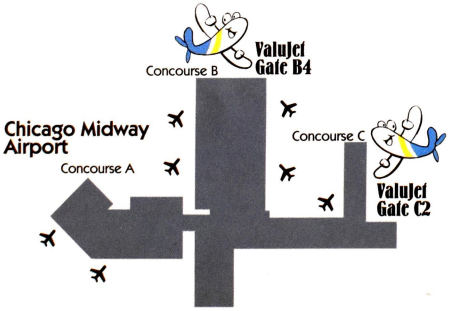
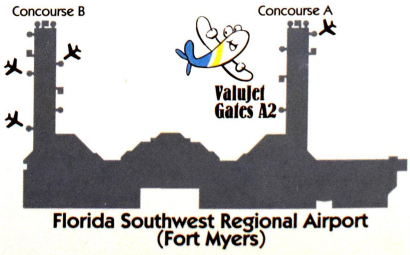






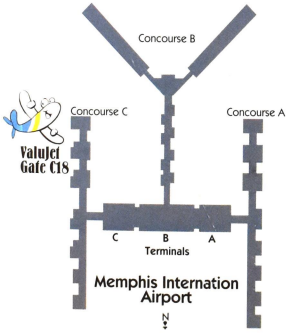


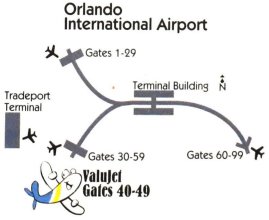
Concourse A
Concourse C
Terminal Building
International Arrivals Building
Concourse B
Jacksonville International Airport
ValuJet Gate B10

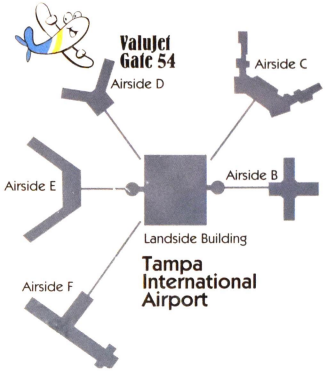
B Gates
C Gates
ValuJet Gate B1
South Concourse D Gates
North Concourse
A Gates
Nashville International Airport

Landside Terminal
Airside Terminal
Louisville Standiford Field
ValuJet Gate 14

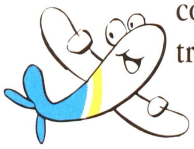
New Orleans International Airport
Concourse C
Concourse B
Concourse D
Concourse A
ValuJet Gate A1-A3


Concourse B
Concourse C
Concourse A
ValuJet Gate C18
C
B
A
Terminals
Memphis Internation Airport


Orlando International Airport
Gates 1-29
Terminal Building
Tradeport Terminal
Gates 30-59
Gates 60-99
ValuJet Gates 40-49



For reservations and information



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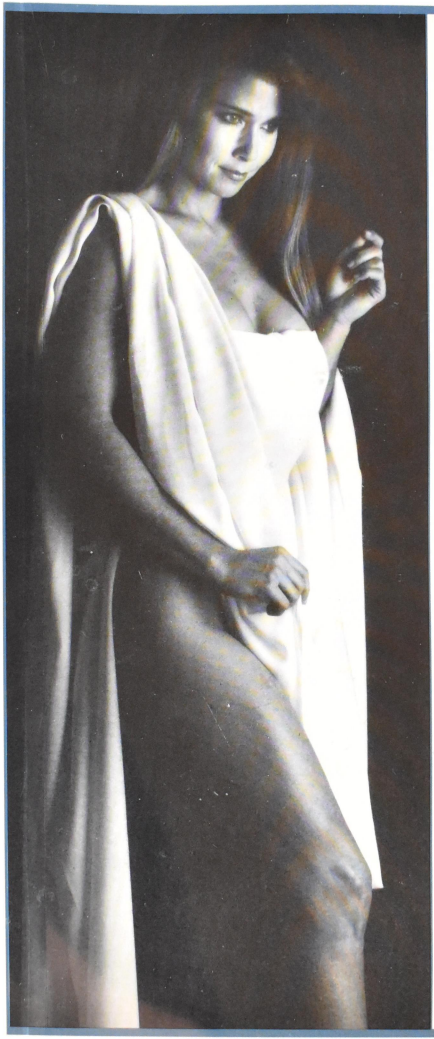

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WHAT IS YOUR GENDER?

❑ Male ❑ Female

WHAT IS YOUR MARITAL STATUS?

❑ Single ❑ Married

WHAT LEVEL OF EDUCATION HAVE YOU COMPLETED?

❑ High school ❑ College graduate
❑ Trade school ❑ Post-graduate study
❑ Some college ❑ Post-graduate degree

WHAT IS APPROXIMATE VALUE OF YOUR PERSONAL RESIDENCE?

❑ Under $75,000 ❑ $200,000 - 499,999
❑ $75,000 - 124,000 ❑ $500,000 - 999,000
❑ $125,000 - 199,000 ❑ $Over $1,000,000

WHAT IS YOUR TOTAL GROSS HOUSEHOLD INCOME?

❑ Under $25,000 ❑ $100,000-149,000
❑ $25,000-39,000 ❑ $150,000-249,000
❑ $40,000-59,000 ❑ $250,000-349,000
❑ $60,000-99,000 ❑ $Over $350,000

WHAT IS YOUR JOB TITLE OR FUNCTION?

❑ President/Vice Pres. ❑ Technician
❑ Director of Mktg./Adv. ❑ Credit Manager
❑ General Manger ❑ Sales Manager
❑ Owner/Partner ❑ Purchasing Agent
❑ Professional ❑ Retail Sales
❑ Office Manager

WHAT IS YOUR COMPANY'S ANNUAL SALES VOLUME?

❑ Less than $1,000,000 ❑ $6-50 million
❑ $1 - 5 million ❑ More than 50 million

HOW MANY PEOPLE DOES YOUR COMPANY EMPLOY?

❑ 1-49 ❑ 100-499
❑ 50-99 ❑ 500-1,000 plus

ARE YOU INVOLVED IN YOUR COMPANY'S PLANS TO RELOCATE OR OPEN A BRANCH OFFICE?

❑ Yes ❑ No

WHICH OF THE FOLLOWING DO YOU RECOMMEND, EVALUATE OR APPROVE FOR PURCHASE OR LEASE BY YOUR COMPANY?

❑ Advertising ❑ Office equipment
❑ Bank services ❑ Fax equipment
❑ Business insurance ❑ Communication equip.
❑ Medical insurance ❑ Computer equipment
❑ Retirement ❑ Temporary help
❑ Office space ❑ Shipping
❑ Office furniture ❑ Seminars/consulting
❑ Corporate gifts ❑ Company vehicles
❑ Travel/conferences ❑ Investments
❑ Software

WHAT IS YOUR MAIN PURPOSE FOR THIS FLIGHT?

❑ Business ❑ Both
❑ Pleasure

HOW MANY FLIGHTS HAVE YOU TAKEN DURING THE PAST 12 MONTHS?

❑ 1-6 flights ❑ 21-30 flights
❑ 7-12 flights ❑ 31 or more
❑ 13-20 flights

HOW MAN Y VACATIONS/GETAWAYS OF TWO OR MORE DAYS HAVE YOU TAKEN DURING THE LAST 12 MONTHS?

❑ None ❑ 7-9 trips
❑ 1-3 trips ❑ 10-12 trips
❑ 4-6 trips ❑ More than 12

WHAT PERSONAL PURCHASES HAVE YOU MADE DURING THE PAST TWO YEARS?

❑ Still camera/accessories ❑ Recreational vehicle
❑ Home gym equipment ❑ Boat
❑ Camping/outdoor equip. ❑ Fur
❑ Golf equipment ❑ Fine jewelry
❑ Computer/software ❑ Radar detector
❑ Hot tub, spa, sauna ❑ Luggage/briefcase
❑ Ski equipment ❑ Airplane
❑ Stereo equipment ❑ Boat
❑ Video camera
❑ Automobile

WHAT PURCHASES DO YOU INTEND TO MAKE DURING THE NEXT 12 MONTHS?

❑ Still camera/accessories ❑ Sporting goods
❑ Home gym equipment ❑ Golf equipment
❑ Camping/outdoor equip. ❑ Fine jewelry
❑ Computer-software ❑ Radar detector
❑ Hot tub, spa ❑ Luggage
❑ Furniture ❑ Home
❑ Stereo equipment ❑ Boat
❑ Video camera ❑ RV
❑ Automobile

WHICH ACTIVITIES DO YOU ENJOY?

❑ Boating ❑ Home exercise
❑ Camping ❑ Musical performance
❑ Cooking ❑ Photography
❑ Fishing ❑ Running/walking
❑ Flying ❑ Scuba diving
❑ Galleries/museums ❑ Snow skiing
❑ Golf ❑ Tennis
❑ Health club ❑ Theater performances

WHEN TRAVELING DO YOU SPEND TIME SHOPPING?

❑ Yes ❑ No

HOW MANY TIMES HAVE YOU OR SOMEONE IN YOUR HOUSEHOLD ORDERED BY MAIL OR 800 NUMBER DURING THE PAST 12 MONTHS?

❑ 1-4 times ❑ 16-20 times
❑ 5-10 times ❑ 21-25 times
❑ 11-15 times ❑ Over 25 times

DO YOU HAVE PLANS TO INVEST?

❑ Stocks/bonds/CDs ❑ Precious metals
❑ IRA/KEOGH ❑ Stamps/coins
❑ New home ❑ Retirement property
❑ Vacation property ❑ Remodeling project
❑ Financial services/insurance
❑ Money market/mutual funds

WHICH CREDIT CARDS DO YOU CARRY?

❑ American Express ❑ MasterCard
❑ Visa ❑ Discover Card
❑ Diners Club ❑ Air travel card
❑ Carte Blanche ❑ Car rental card

WHAT TYPES OF LIQUOR HAVE YOU PURCHASED DURING THE LAST 12 MONTHS?

❑ Bourbon ❑ Beer
❑ Scotch ❑ Wine/wine coolers
❑ Vodka ❑ Liqueurs
❑ Gin ❑ Rum

HOW MANY NIGHTS HAVE YOU STAYED IN A HOTEL/MOTEL DURING THE LAST 12 MONTHS?

❑ 10 or fewer nights ❑ 31-40 nights
❑ 11-20 nights ❑ 41-50 nights
❑ 21-30 nights ❑ 51 or more nights

HOW MANY DAYS HAVE YOU RENTED A CAR DURING THE PAST 12 MONTHS?

❑ 10 or fewer days ❑ 31-40 days
❑ 11-20 days ❑ 41-50 days
❑ 21-30 days ❑ 51 or more days

HOW MANY TIMES DO YOU DINE OUT DURING AN AVERAGE WEEK?

❑ None ❑ 5-6 times
❑ 1-2 times ❑ 6-7 times
❑ 3-4 times ❑ 8 or more times

DO YOU PLAN TO FLY VALUJET ON YOUR NEXT FLIGHT?

❑ Yes ❑ No

HOW WOULD YOU RATE THE SERVICE ON YOUR VALUJET FLIGHT?

❑ Excellent ❑ Average
❑ Above average ❑ Poor

HOW DID YOU HEAR ABOUT VALUJET?

❑ Newspaper ❑ Friend
❑ TV ❑ Other
❑ Radio

HOW MANY TIMES IN THE PAST 10 MONTHS HAVE YOU FLOWN VALUJET?

❑ 1 ❑ 5-7 times
❑ 2-4 times ❑ 8 or more times

WHEN YOU LEAVE THE PLANE, DO YOU PLAN TO TAKE GOOD TIMES! WITH YOU?

❑ Always ❑ Sometimes
❑ Usually ❑ Never

Please send completed questionnaire to:

Valley Media
1061 East 2100 South
Salt Lake City, UT 84106
Attention: Jeff Ray

Name .....

Address .....

City .....

State .....

Zip .....

Comments .....

Please note: We realize that some of the information we have requested is personal. The sole purpose for gathering this information is to obtain a demographic profile of our passengers. Information will not be shared with any other company for any purpose.

***Round-trip travel must be completed by April 30, 1995. Travel is non-refundable and non-transferrable. Reservations must be made at last 14 days prior to travel. If itinerary is changed after reservations are booked, a $25.00 change-fee may be charged. Some holiday blackout restrictions may apply.**

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NEC P110

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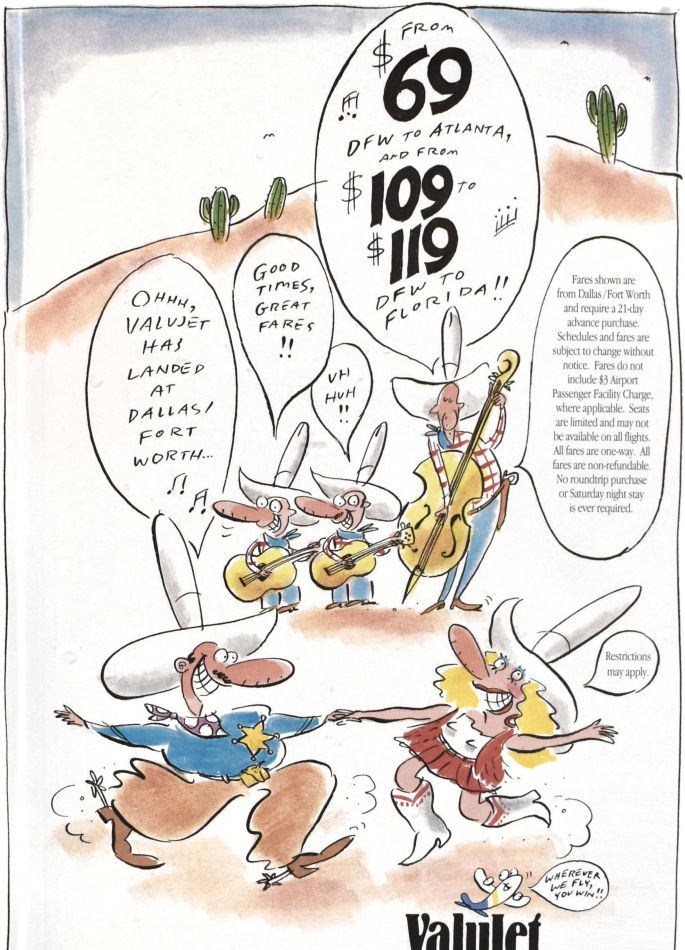
Gwinnett Place Mall:
Duluth/Gwinnett
(404) 497-9003

Northpoint Mall
Alpharetta/Roswell
(404) 751-1211

Opening Soon: Town Center Mall


FROM
$69
DFW TO ATLANTA,
AND FROM
$109 TO
$119
DFW TO
FLORIDA!!
GOOD TIMES, GREAT FARES !!
VH HUH !!
OHHH, VALUJET HAS LANDED AT DALLAS/ FORT WORTH...
Fares shown are from Dallas/Fort Worth and require a 21-day advance purchase. Schedules and fares are subject to change without notice. Fares do not include $3 Airport Passenger Facility Charge, where applicable. Seats are limited and may not be available on all flights. All fares are one-way. All fares are non-refundable. No roundtrip purchase or Saturday night stay is ever required.
Restrictions may apply.
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ValuJet

For reservations and information, see your Travel Agent. Or call ValuJet at 994-VALU (994-8258) in Atlanta and vicinity, or 1-800-VALUJET (1-800-825-8538) outside the 404 area code.

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Florida Economy Car 7-Day Advance Rate	Rest of U.S. Economy Car 7-Day Advance Rate	Florida Economy Car Walk-up Rate	Rest of U.S. Economy Car Walk-up Rate
$14 Daily	$20 Daily Saturday night keep required	$19 Daily	$25 Daily Saturday night keep required

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